

Brand Re-launch, Innovative Shelf Display & In-School Educational Campaign



Award-Winner
1st ever motion & sound-activated at shelf display



PARKAY
The Flavor Says™ Butter!

Butter Up The Ones You Love With Parkay®...

The flavor says sweet buttery taste!

...And You Could
WIN \$10,000!

WIN \$10,000 in the Parkay® Best Butter-Up Contest!
Visit our website at www.parkay.com or call 1-866-4-PARKAY to enter your best Butter-Up item and receive official contest rules. **HURRY!** Contest ends 5/20/05. No purchase necessary. Void where taxed, prohibited or restricted by law.

Squeeze More Fun Into...

learning
eating
playing
shopping
and cooking...

Look inside for kidstastic family-friendly brain-building tips and ideas

PARKAY Fun Squeeze

Cross-Merchandises & Display Parkay Fun Squeezes With A Variety Of Products To Drive Even More Incremental Sales & Profits!

The Perfect Product For Produce
Kids will love eating vegetables when they create works of art on Corn On The Cob, Baked Potatoes, Cooked Carrots, Peas, Broccoli, Asparagus and more...

The Fun Favorite For Frozen Foods
Watch kids magically transform ordinary waffles, pancakes, French toast and frozen vegetables into funny face creations and other imaginative designs

A Blast For The Bakery
Kids will display their creativity on bread, toast, bagels, muffins and biscuits with tic-tac-toe games, connect the dots, geometric shapes and swirly patterns of color

Perfectly Pleasing For Popcorn And Other Snacks
Parkay® Fun Squeeze™ turns plain old popcorn, crispy rice treats and other snacks into tasty, colorful treats that kids will love

Full Of Fun For Refrigerated Foods
Refrigerated rolls, biscuits and bread sticks all taste better with the buttery taste of Parkay® Fun Squeeze™

So, squeeze more incremental sales and add color to your profit picture when you feature, display and merchandise Parkay® Fun Squeeze™ with these great host products

How to SQUEEZE MORE FUN INTO Your Child's Education in

Language Arts
Math
Science
Social Studies
The Arts

Brought to You by New Parkay® Fun Squeeze™