

## Folgers Program Updates!!!

As we enter 2006, Marathon would like to start the year by highlighting its Folgers coffee program and mention some recent developments.

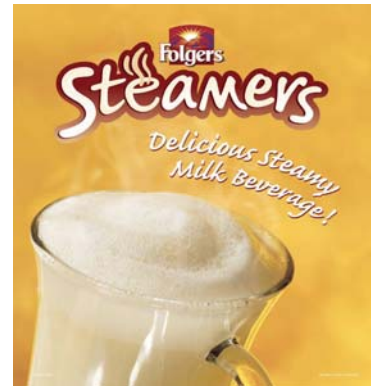


### NEW LOWER CAPPUCCINO PRICING!!!

Procter & Gamble has announced lower cappuccino pricing on Folgers branded cappuccino. Check with your Folgers supplier to find out how this could affect your current pricing on Folgers cappuccino. Remember, to gain the retail sales volume benefits from the Folgers hot beverage program, the high quality coffee and cappuccino products from Folgers should be used in accordance with your agreement.

### FOLGERS LATTE DISCONTINUED, STEAMERS NOW AVAILABLE!!!

Folgers recently announced that they will discontinue their Latte product line offering and introduce a new Steamers product line. What are Steamers? Well, Steamers are a combination of a luscious blend of steamed milk and your favorite flavors. This delicious, caffeine-free drink is available in vanilla, caramel, and strawberry flavors. Best yet, try mixing Steamers with your favorite Folgers coffee for an irresistible combination! Steamers can be easily served in your existing cappuccino or Custom Café machine, so no new equipment is necessary. Contact your Folgers supplier today to learn more how this new product can become a part of your coffee presentation.



### JOIN THE FOLGERS COFFEE PROGRAM TODAY!!!

Are you interested in implementing the Folgers coffee program at your Marathon location? Join the many that have experienced changing their location to a "Coffee Destination Location" marketing the #1 Brand in America, Folgers!!! By joining the Folgers program you can take advantage of an extensive line of quality coffee product offerings. Also, you can improve your coffee sales, leverage Folgers 99% consumer brand recognition, and reap the benefits of their \$50 million annual advertising spend. Not to mention, 35% of all your customers already drink Folgers at home. Don't wait, get started today with Folgers' products to help maximize the sales potential from your beverage bar!

To learn more about any of the above Folgers offerings call the appropriate Brand District below.

**Eastern District**  
Columbus, OH  
1-800-772-1125  
(OH, PA, WV)

**Northern District**  
Detroit, MI  
1-800-482-7755  
(MI)

**Southern District**  
Atlanta, GA  
1-800-847-9409  
(KY, TN, SC, NC, GA, FL)

**Western District**  
Indianapolis, IN  
1-800-627-2846  
(IN, IL, WI, MN)