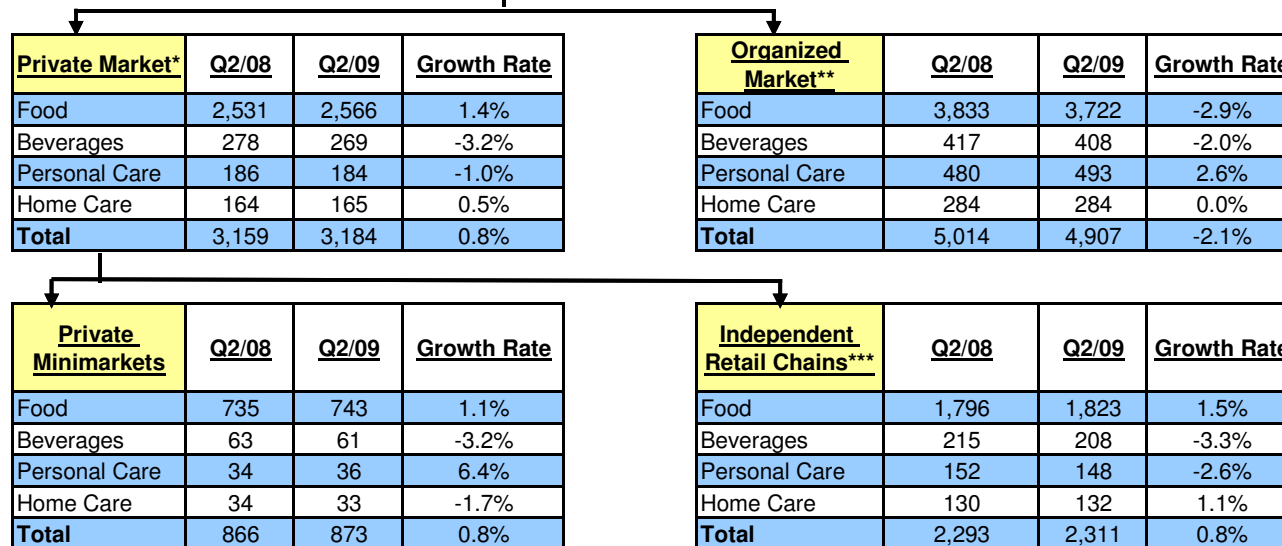




The Global Leader in market research, information and analysis

Macro Data - FMCG Market			
Total Market	Q2/08	Q2/09	Growth Rate
Food	6,364	6,288	-1.2%
Beverages	695	677	-2.5%
Personal Care	666	677	1.6%
Home Care	448	449	0.2%
<b>Total</b>	<b>8,173</b>	<b>8,091</b>	<b>-1.0%</b>



**Definitions**

Data: Q2/2009 Vs. Q2/2008, Milion NIS (Nominal).

\*Private Market includes Barcoded Private Minimarkets and Independent Chains.

\*\*Organized Market includes the following retail chains: Supersol, Blue Square, Superpharm and Newpharm.

\*\*\*Independent Retail Chains include Private Chains (Such as: Hatzi-Hinam, Haviv, Co-op Jerusalem, Aba Victory etc).