






We're Pushing  
All The Right  
Buttons



To  Up  
Interest,  
 Up  
Enthusiasm,  
And Turn   
Consumers  
To Oster  
Products.

*Oster*



Why mince words? Last year we whipped up record sales for Oster products and record margins for Oster retailers. Our secret? Products that creamed the competition, and promotions that stopped consumers in their tracks.

Years ago, Oster created the multi-function appliance category. Today, our KITCHEN CENTER® appliance is the market segment leader. Research indicates its value exceeds consumer expectations. That's because we're continually adding new models and design enhancements tailored to every taste and pocket book.

## The New Oster Advertising Program

Our Osterizer® blender leads its product category too. It boasts state-of-the-art engineering, plus Oster's unique metal-to-metal drive system, for greater reliability and superior performance. The Food Processor Accessory continues to add value to the Osterizer blender, opening doors to incremental sales.

Aggressive media support of these products has made Oster one of the nation's leading housewares advertisers. And once again this year, you'll be seeing our messages on network television, cable TV, and in a broad range of quality publications.





away success. That's the Oster® KITCHEN CENTER® appliance. And we're going to keep it a winner by expanding consumer awareness of its multi-functionality, and the value it offers over other individual appliances. An innovative new commercial designed to educate and motivate consumers will air on leading networks like:

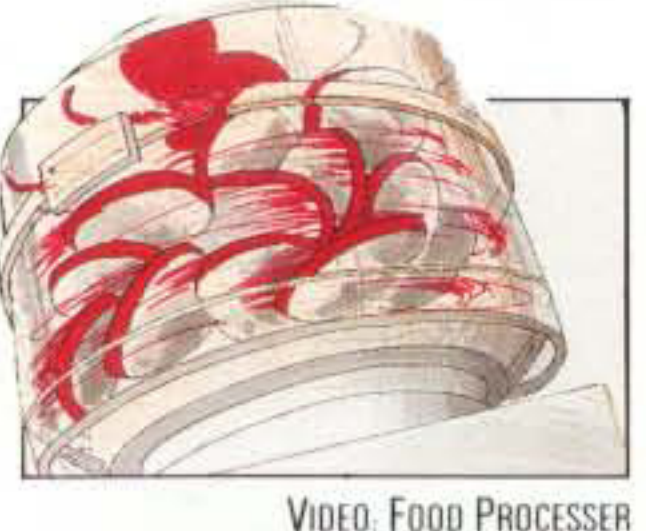
- ABC
- CBS
- NBC
- WTBS Cable
- USA Cable
- Lifetime Cable
- Family Channel Cable



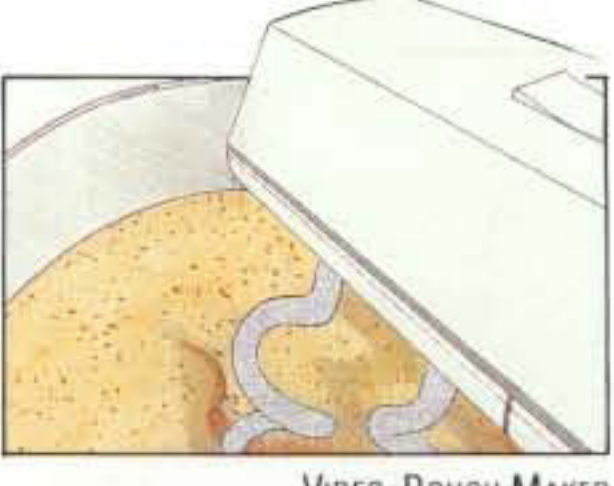
VIDEO: MIXER



VIDEO: SLICER/SHREDDER



VIDEO: FOOD PROCESSOR



VIDEO: DOUGH MAKER



VIDEO: BLENDER



VIDEO: PRODUCT GROUP

AUDIO: THE OSTER KITCHEN CENTER APPLIANCE. WHEN YOU ADD IT ALL UP, NO SINGLE APPLIANCE MAKES MORE SENSE. THE OSTER KITCHEN CENTER APPLIANCE. THERE IS NO EQUAL.

Makes Great Salads.

It makes great cakes, too. Along with shakes, salsa and bread. That's because the Oster® KITCHEN CENTER® appliance is a stand mixer, food processor, doughmaker, slicer/shredder and blender. • The Oster KITCHEN CENTER appliance. The only single appliance that does it all. **Oster**

Makes Great Shakes.

It makes great salads, too. Along with brownies, guacamole and rolls. That's because the Oster® KITCHEN CENTER® appliance is a stand mixer, food processor, doughmaker, slicer/shredder and blender. • The Oster KITCHEN CENTER appliance. The only single appliance that does it all. **Oster**

Makes Great Sense.

Before buying just a stand mixer or food processor, consider the Oster® KITCHEN CENTER® appliance. It performs all the functions of a stand mixer, and food processor, plus it's a doughmaker, slicer/shredder and blender. • The Oster KITCHEN CENTER appliance. The only single appliance that does it all. **Oster**

THREE OSTER ADS WITH CONTRADICTING VISUALS AND HEADLINES WILL APPEAR ON STRATEGICALLY POSITIONED CONSECUTIVE PAGES OF MAJOR MAGAZINES.

# Television



visibility television advertising will tout the benefits of the Osterizer® blender and Food Processor Accessory. Spots will soon appear on leading commercial and cable networks like:

- ABC
- CBS
- NBC
- WTBS Cable
- USA Cable
- Lifetime Cable
- Family Channel Cable



THE OSTERIZER BLENDER.



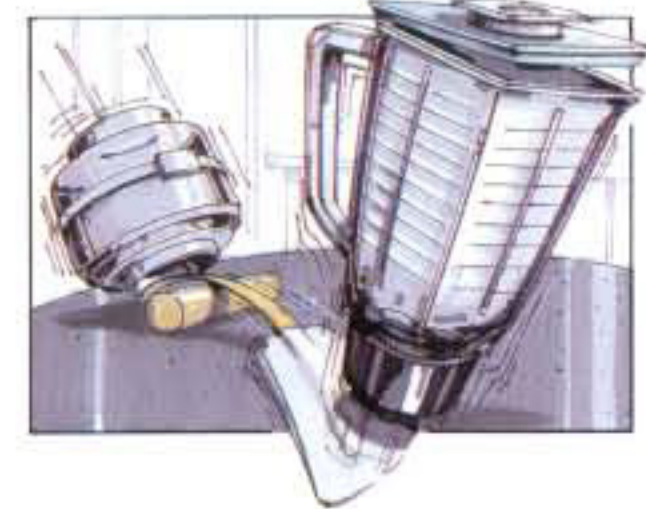
THE BEST ONE-MAN SHOW IN THE BUSINESS, IS ADDING A LITTLE SOMETHING TO THE ACT...



THE FOOD PROCESSOR ACCESSORY



AND THEY'RE PERFORMING MORE STEPS THAN EVER BEFORE



TAKE IT AWAY KIDS!



THE OSTERIZER BLENDER. WITH THE FOOD PROCESSOR ACCESSORY. IT'S A WHOLE NEW ACT FROM OSTER.

# Four Color Print

OTHER BLENDERS DON'T KNOW BEANS ABOUT PERFORMANCE.

• BUT THEY'RE NOT COORDINATED LIKE THE OSTERIZER BLENDER. JUST ONE OF THE REASONS IS THAT WHILE OTHER BLENDERS ARE LIMITED TO ONE OR TWO FUNCTIONS, THE OSTERIZER BLENDER HAS A WHOLE LOT MORE TO OFFER. WITH THE FOOD PROCESSOR ACCESSORY, IT CAN DO IT ALL. AND IT DOES IT ALL WITH THE SAME SUPERIOR QUALITY. • IF YOU WANT THE BEST OF BOTH WORLDS, THE OSTERIZER BLENDER IS THE ONLY BLENDER YOU NEED. • **Oster**

DRAMATIC PHOTOGRAPHY AND DESCRIPTIVE COPY WILL REINFORCE THE LEADERSHIP POSITION OF THE OSTERIZER BLENDER BY HIGHLIGHTING PERFORMANCE AND RELIABILITY.

After You Coordinate Your Tableware,

Why Not Coordinate Your Counterware?

• **Oster**

ADS TARGETED TO THE BRIDAL MARKET WILL PROMOTE THE FULL LINE OF OSTER COORDINATED PRODUCTS AS GIFT ITEMS.



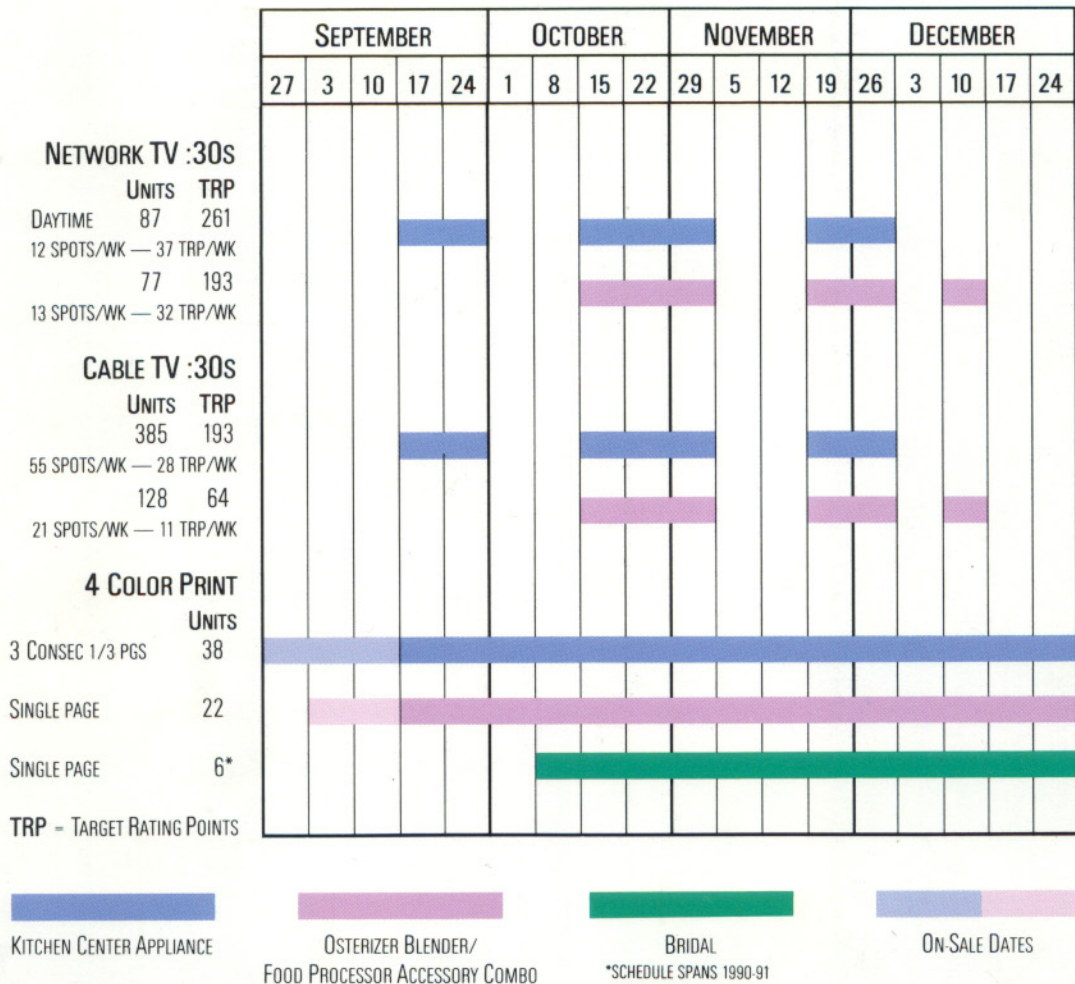
target 4-color print will preemptively focus consumer attention on the unique features and superior performance of the Osterizer® blender. Messages will appear in magazines targeted to consumers who are most likely to purchase new blenders.

- Cooking Light
- Country America
- Countryside
- Good Housekeeping
- Memories
- People
- Parents
- Redbook

A year-round effort against the important bridal market will include ads in America's premier bridal publications:

- Bride's
- Bridal Guide
- Modern Bride

# Powerful Advertising In A Strong Media Mix.



We're making a lot of impressions with this year's media support. More than 787 million to be exact!

Over 64 million women will learn about the Oster® KITCHEN CENTER® appliance and the Osterizer® Blender/Food Processor Accessory Combo. And they'll see or read about it an average of 12.6 times

each over a three-month period this fall.

All told, Oster media will deliver:

- 737 units within four-month period
- 787,000,000 total impressions
- 1216 total target rating points
- 96.4% of all women, ages 18-54, an average of 12.6 times each.

