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THE STORY OF CLIF BAR, INC.

## Raising the Bar Facts (Post Publication)

Activity	Difference
Companies Saved	1 (in millions)
Salsa Dance classes taken	500,000
Alpine Bike Tours taken	5K
Pounds&Inches lost	67,000#, 976M"
Partners Bought Out	5x1,000C
Mojo Regained	500,000
New Companies started	500K
Organic Farms saved	400 (in thousands)
Gross National Morale Increase	250%
Magic Moments	Countless

### INGREDIENTS

Refinance debt, free cashflow (with added working capital management), tax planning, lower cost of goods, regular budget reviews (with re-alignment of spend to sales), low inventory levels, investing in training and education, good forecasting, Annual Incentive Plan, Epiphany Ride, Martini & Weenie Party, camping trip, ski trip, Pac Bell Park (Sec 128, Row 18, Seats 5,6,7,8), Iron Chef competition, gym, wellness program, concierge services, fabulous holiday party, sabbatical leave, 9/80 workweek, future childcare, bagel, donuts, snack central, goldfish, orange slices, red vines, sour punch twists. Santa Clara Co. Diabetes Society, The Breast Cancer Peak Hike, Habitat for Humanity, Sports for Kids, Ma & Pa Green, LunaFest, Luna Chix, Ambassadors, consumer service, public relations, website, dedications, The Breast Cancer Fund, athletic sponsorships, USPS Cycling Team, Beyond the Podium, Clif Cross Team, seasonal flavors, new flavors, the introduction of MOJO, events (Escape from Alcatraz, Sea Otter, Marine Corps. Marathon, Chicago Marathon, Tuscon Marathon...etc.), direct mail, merchandisers, strategic promotions, sales, collateral, free samples, awesome sales/marketing plan quality assurance program, in-house R&D, field reps, regional sales. 2nd Start Adult Literacy, Friends of Five Creeks, meals on Wheels, Adopt-A-Trail, PAWS, AIDS Walk, Cinderella ride, Circle of Life, Disabled Sports USA, Alameda Co. Food Bank, Peralta Elementary School, East Bay Fire Fighters, East Bay Pride, Georgetown High School, Brower Youth, Rose Day, Berkeley Booster, Markie Foundation, Leukemia & Lymphoma Society, Mentoring, Read Aloud Day. **STAY TUNED...**