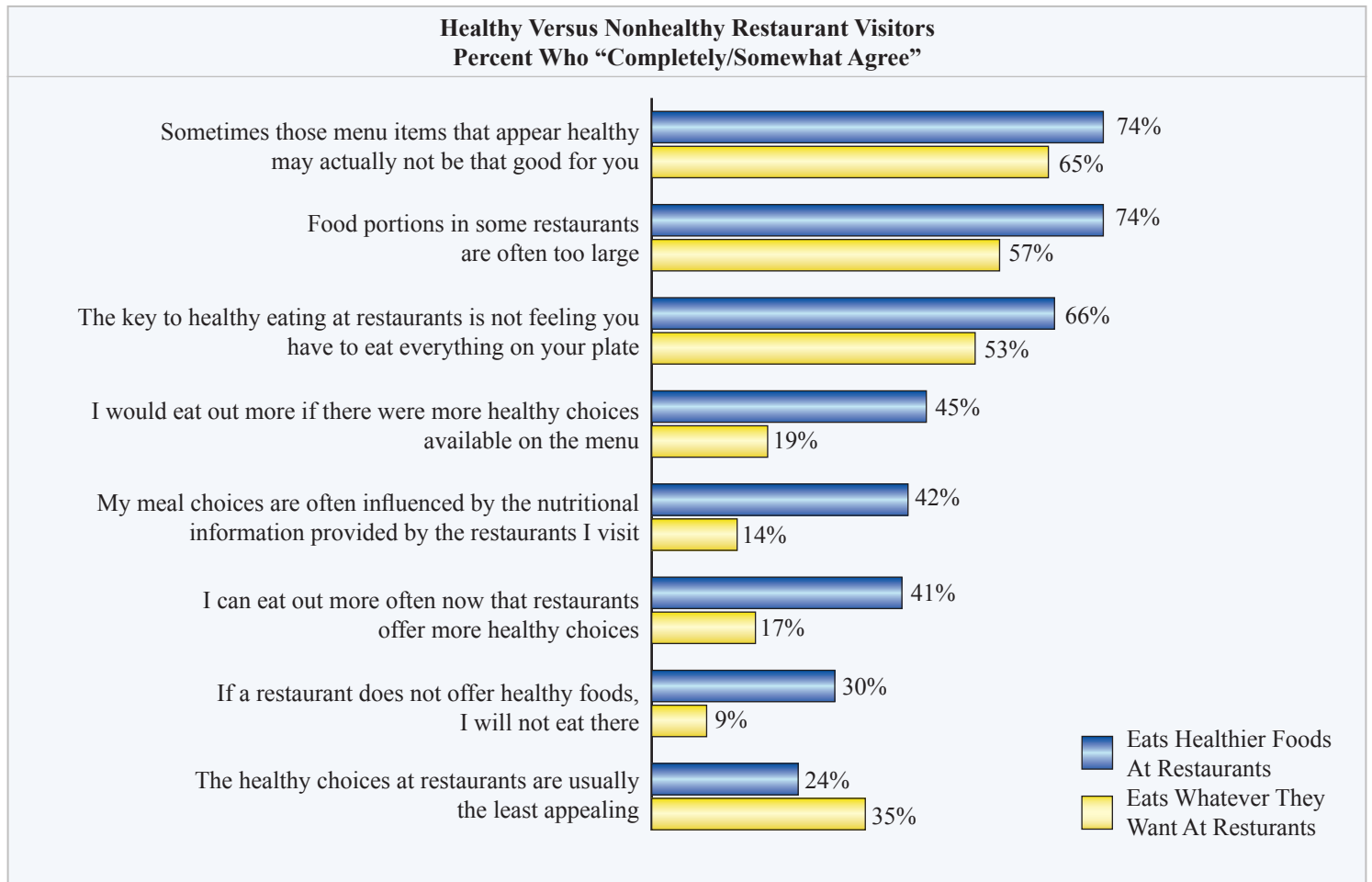


Restaurant Insights

These restaurant insights are derived from the Health and Nutrition Strategist™ syndicated study by Decision Analyst. It is a massive, integrated knowledge base of food and beverage consumption, restaurant usage, health habits, and nutritional attitudes. HANS™ is a strategic resource for marketers in all areas of food consumption, health and wellness, restaurants, and nutritional supplements. Key insights are shared below.

Let's Eat Out: Healthy Or Not Healthy

“Healthier Food” and “I Eat Whatever I Want” restaurant visitors hold divergent beliefs regarding restaurant choice and menu selection. “Healthier Food” eaters are more likely to base their restaurant and menu selection on the availability of healthy choices, and are also more likely to use and rely on the nutritional information provided by the restaurants compared with “I Eat Whatever I Want” visitors. However, the majority of both segments believe that some menu items may not be as healthy as they appear.

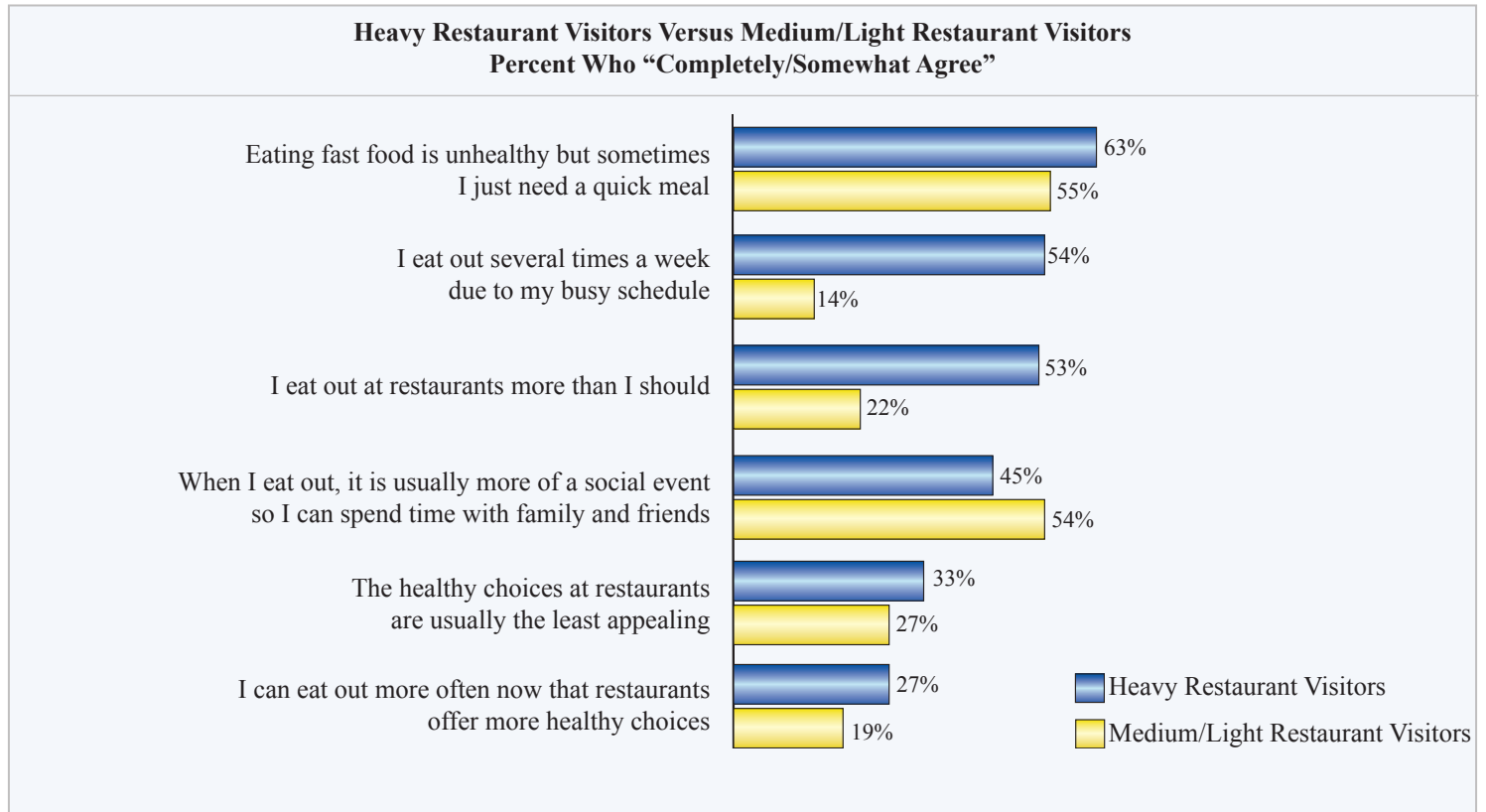


Question: Using the scale below, how much do you agree or disagree with the following statements about restaurants and eating out?

Base: 1,528 Respondents Who Eat Healthier Foods At Restaurants (“Completely” or “Somewhat Agree” to statement “I frequently eat the healthier foods offered at restaurants”); 2,524 Respondents Who Eat Whatever They Want At Restaurants (“Completely” or “Somewhat Agree” to the statement “When I eat out, I eat whatever I want”)

Let's Eat Out: Healthy Or Not Healthy

Heavy restaurant visitors are less likely to do their nutritional homework and are more likely to believe that healthy menu items are least appealing. However, more than one-quarter of heavy restaurant visitors report they eat out more now that there are healthier menu choices.



Question: Using the scale below, how much do you agree or disagree with the following statements about restaurants and eating out?

Base: 1,576 Heavy Restaurant Users (Average 4+ Times Per Week) and 2,157 Light/Medium Restaurant Users (Average 1-3 Times Per Week)

Let's Eat Out “Healthy” Tonight: Which Restaurant Will It Be?

Almost four of ten Subway visitors selected this restaurant for its “good selection of healthy foods,” driven by the younger 18 to 34 age segment and those who choose healthy foods when they eat out. Sixteen percent of Chick-fil-A visitors select this restaurant for its healthy menu, particularly the 55+ age segment and healthy restaurant eaters. Panera Bread/St. Louis Bread Company visitors aged 18 to 34 are 30% more likely to select this restaurant for its healthy menu.

	Percent Of Total Visitors	Age Segment			“I Choose Healthy Foods When I Eat Out”*	“I Eat What I Want When I Eat Out”*
		18-34*	35-54*	55+*		
Selected For Healthy Menu						
Subway	39%	114	93	91	124	84
Panera Bread/St. Louis Bread Co.	29%	130	94	70	124	88
Chick-fil-A	16%	90	85	168	144	73

Blue is Index >= 120 Red is index <= 80 * Indexed to Total Sample

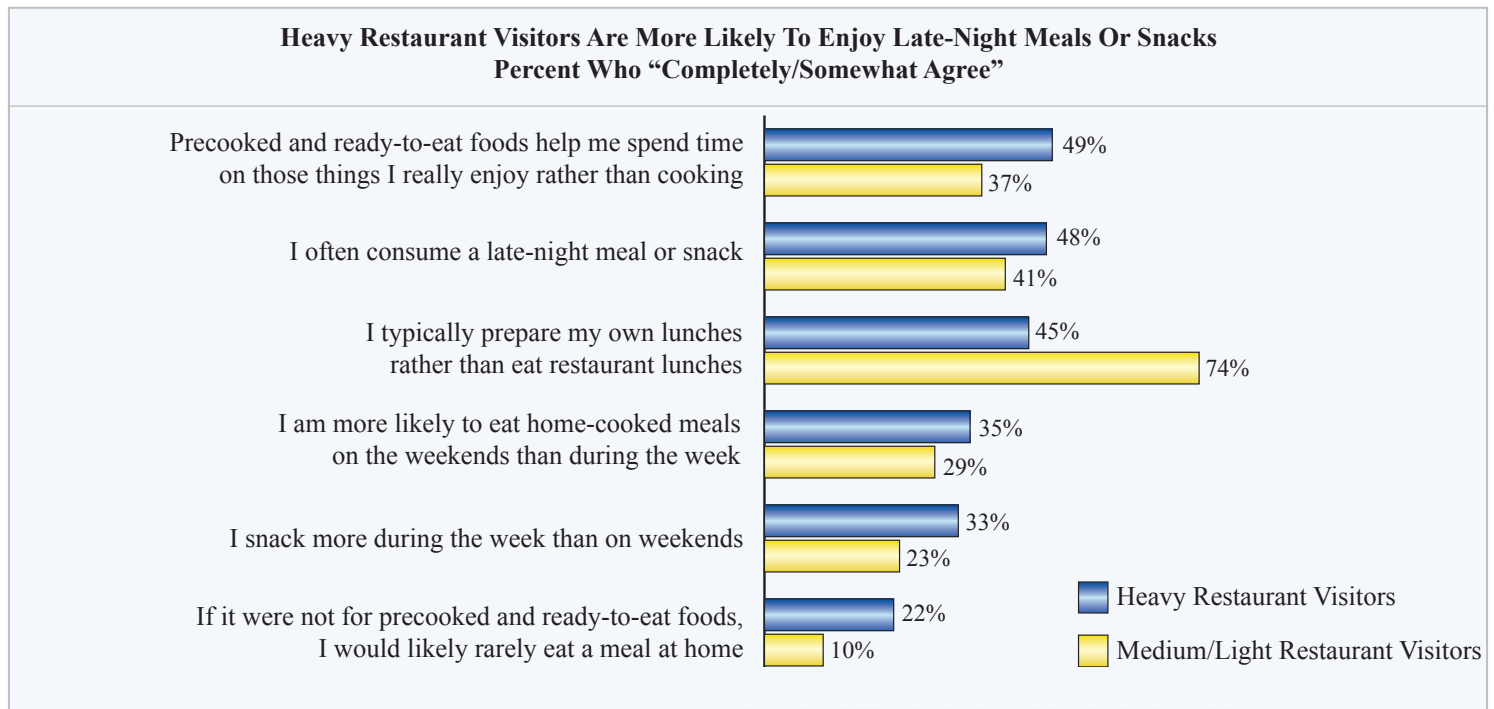
Question: What were your reasons for selecting this restaurant or these restaurants in the past 30 days?

Base: 1,074 Subway Visitors; 343 Chick-fil-A Visitors; and 222 Panera Bread/St. Louis Bread Co. Visitors.

The indices displayed above are calculated by dividing the individual share by the total share and indicate the degree of difference between the shares for specific age segments compared to the total segment. For Panera Bread/St. Louis Bread Company, the share of 18- to 34-year-olds who select this restaurant for its healthy menu is 30% higher than the average, while the share for the 55+ age group is 30% below the average. Blue indices indicate that the share is at least 20% higher than the average, while red indices indicate the share is at least 20% lower than the average.

Let's Eat: What Are Breakfast And Snack Opportunities?

Almost three out of four medium/light restaurant visitors prepare their own lunches, while less than half of the heavy restaurant visitors do so. Heavy restaurant visitors are more likely to snack and to rely on precooked and ready-to-eat foods than medium/light restaurant visitors.



Question: Using the scale below, how much do you agree or disagree with the following statements about the meals and snacks you consume?

Base: 1,576 Heavy Restaurant Users (Average 4+ Times Per Week) and 2,157 Light/Medium Restaurant Users (Average 1-3 Times Per Week)

Background and Methodology

The Health and Nutrition Strategist™ syndicated database has more than 8,500 data points on food and beverage consumption, restaurant usage, health habits, and nutritional attitudes. These "Restaurant Insights" were collected from Decision Analyst's American Consumer Opinion® online panel on a continuous basis starting in January 2006 through December 2006, using a nationally representative statistically balanced sample of 4,156 American adults. The margin of statistical errors is less than two percentage points, plus or minus, at a 99% confidence level.

An Integrated Knowledge Base

The Health and Nutrition Strategist™ tracks:

- Usage of 100 food categories and 25 beverage categories (including alcohol)
- Usage and visit frequency for 160 restaurants
- Usage of 125 vitamins, minerals, and herbal supplements
- Reactions to 115 nutritional claims
- Participation incidence for more than 50 diets
- 165 attitudes related to health, nutrition, dieting, and food choices

About Decision Analyst

Decision Analyst is a global marketing research and marketing consulting firm founded in 1978. The Health and Nutrition Strategist™ is a strategic knowledge base to support Decision Analyst's research and consulting for the food, beverage, pharmaceutical, and nutritional supplement industries.

Restaurants Included In The Health And Nutrition Strategist™

A&W Restaurants	CiCi's Pizza	Krystal	Ranch*1
Applebee's Neighborhood Grill & Bar	Coco's	Lawry's	Red Lobster
Arby's	Corner Bakery	Lee's Famous Recipe Chicken	Red Robin
Arctic Circle	Cousins Subs	Little Caesars Pizza	Romano's Macaroni Grill
Arthur Treacher's	Cracker Barrel Old Country Store	Lone Star Steakhouse	Round Table Pizza
Atlanta Bread Company	Dairy Queen	Longhorn Steakhouse	Rubio's Mexican Grill
Au Bon Pain	Del Taco	Long John Silver's	Ruby Tuesday
Baja Fresh	Denny's	Luby's Cafeteria	Ruth's Chris Steak House
Baker's Square	Domino's Pizza	Manhattan Bagels	Ryan's Family Steakhouse
Baskin-Robbins	Don Pablo	Marie Callender's Pie Shops	Sbarro
Benihana's	Donatos Pizza	Morton's of Chicago	Schlotzsky's Deli
Bennigan's	Donut Connection	Mazzio's Pizza	Shoney's
Bertucci's	Dunkin' Donuts	McDonald's	Sirloin Stockade
Big Apple Bagel	Einstein Brothers Bagels	Miami Subs	Sizzler
Big Boy Restaurant & Bakery	El Chico	Mister Donut	Skipper's
Black-eyed Pea	El Pollo Loco	Mrs. Winner's Chicken and Biscuits	Sonic Drive-In
Blimpie Subs	El Torito	Nathan's Famous	Sonny's Real Pit BBQ
Bob Evans Restaurants	Famous Dave's	Noah's Bagels	Souplantation
Bojangles	Fazoli's	Noble Roman's	Starbucks
Bonanza Steakhouse	Friendly's Ice Cream	Old Country Buffet	Steak'n Ale
Boston Market	Fuddrucker's	Olive Garden	Steak'n Shake
Bruegger's Bagels	Furr's Cafeteria	On The Border	Stuart Anderson's Black Angus/ Cattle Co.
Buffalo Wild Wings	Godfather's Pizza	Orange Julius	Subway
Bugaboo Creeks	Golden Corral	Outback Steakhouse	Sweet Tomatoes
Burger King	Grandy's	P.F. Chang	TCBY
California Pizza Kitchen	Hard Rock Café	Panda Express	T.G.I. Friday's
Captain D's Seafood	Hardee's	Panera Bread/St. Louis Bread Co.	Taco Bell
Caribou Creek	HomeTown Buffet	Papa John's Pizza	Taco Bueno
Carl's Jr.	Hooters	Papa Murphy's Take'N Bake Pizza	Taco John's
Carrow's	Hot Dog on a Stick	Perkins Family Restaurants	Taco Mayo
Celebrity	Houlihan's	Peter Piper Pizza	Togo's Eatery
Checkers	Houston's	Piccadilly Cafeteria	Tony Roma's
Cheesecake Factory	Howard Johnson's	Pizza Hut	Waffle House
Chevy's Fresh Mex	In-N-Out Burger	Pizza Inn	Wendy's
Chi Chi's	International House of Pancakes (IHOP)	Pizzeria Uno Chicago Grill	Western Sizzlin'
Chick-fil-A	Jack in the Box	Planet Hollywood	Whataburger
Chili's Grill & Bar	Joe's Crab Shack	Ponderosa Steakhouse	White Castle
Chipotle	Joe's Crab Shack	Popeyes	Wienerschnitzel
Chuck E. Cheese's	Johnny Rockets	Quiznos Subs	Winchell's Donut House
Church's Chicken	Kcafe/Eatery Express	Radio Grill	
	Kentucky Fried Chicken	Rainforest Café	
	Krispy Kreme	Rally's	

If you would like more information about Health and Nutrition Strategist™, please call (817) 640-6166.