

“McBride, as the leading producer of Private Label Household and Personal Care products in Europe, is confident that consumers are recognising the benefits of the quality of Private Label.”



Miles Roberts
Chief Executive, McBride plc

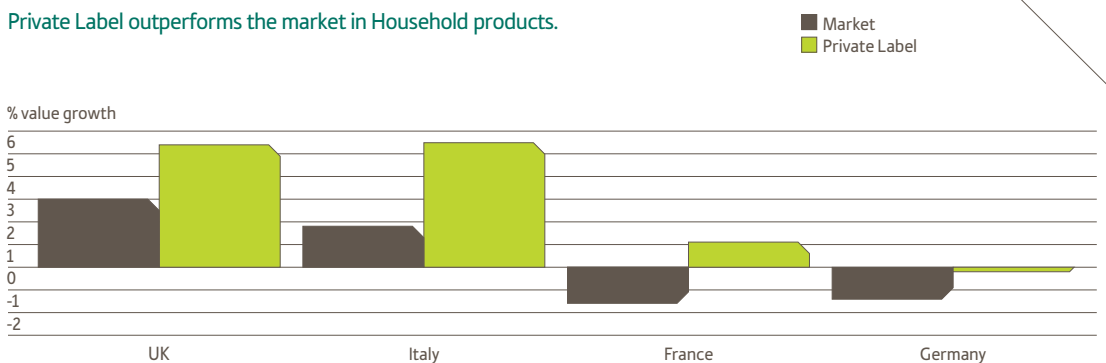
The majority of consumers in Europe consider Private Label (store brands) Household cleaners to be equivalent to the leading brands.

Question: All things considered, how similar are store brands (e.g supermarket own brands) in the following categories compared to well know leading brands?



Source : Datamonitor Consumer Survey, April 2009.

Private Label outperforms the market in Household products.



Source: UK: TNS to June 2009. France: TNS to June 2009. Italy: IRI to June 2009. Germany: GfK to March 2009.