

DIVIDEND YIELD

		(a)	(b)	
	<u>Company</u>	<u>Price</u>	<u>Dividends</u>	<u>Yield</u>
1	Abbott Labs.	\$ 67.87	\$ 2.04	3.0%
2	Bard (C.R.)	\$ 100.75	\$ 0.80	0.8%
3	Church & Dwight	\$ 52.82	\$ 0.96	1.8%
4	Coca-Cola Co.	\$ 37.67	\$ 1.08	2.9%
5	Colgate-Palmolive	\$ 107.09	\$ 2.58	2.4%
6	Gen'l Mills	\$ 39.83	\$ 1.32	3.3%
7	Kellogg	\$ 52.36	\$ 1.76	3.4%
8	Kimberly-Clark	\$ 85.34	\$ 2.96	3.5%
9	McCormick & Co.	\$ 62.05	\$ 1.36	2.2%
10	McDonald's Corp.	\$ 90.10	\$ 3.08	3.4%
11	PepsiCo, Inc.	\$ 69.93	\$ 2.21	3.2%
12	Procter & Gamble	\$ 68.84	\$ 2.25	3.3%
13	Wal-Mart Stores	\$ 74.74	\$ 1.59	2.1%
	Average			2.7%

(a) Average of closing prices for 30 trading days ended Nov. 8, 2012.

(b) The Value Line Investment Survey, Summary & Index (Nov. 9, 2012).

GROWTH RATES

<u>Company</u>	(a)	(b)	(c)	(d)
	<u>Earnings Growth</u>			<u>br+sv</u>
	<u>V Line</u>	<u>IBES</u>	<u>Zacks</u>	<u>Growth</u>
1 Abbott Labs.	10.0%	9.2%	8.9%	18.2%
2 Bard (C.R.)	7.5%	7.9%	9.0%	19.4%
3 Church & Dwight	11.0%	11.2%	11.7%	10.4%
4 Coca-Cola Co.	9.0%	8.2%	8.2%	6.3%
5 Colgate-Palmolive	9.5%	8.4%	9.1%	7.2%
6 Gen'l Mills	7.0%	7.4%	7.4%	9.9%
7 Kellogg	7.5%	6.1%	8.4%	19.8%
8 Kimberly-Clark	8.5%	10.1%	8.1%	14.0%
9 McCormick & Co.	9.0%	8.5%	8.9%	11.6%
10 McDonald's Corp.	8.5%	8.3%	9.6%	9.9%
11 PepsiCo, Inc.	8.0%	4.3%	4.9%	12.2%
12 Procter & Gamble	8.0%	8.0%	8.3%	7.7%
13 Wal-Mart Stores	9.5%	9.2%	9.7%	9.3%

(a) The Value Line Investment Survey (retrieved Nov. 8, 2012).

(b) www.finance.yahoo.com (retrieved Nov. 8, 2012).

(c) www.zacks.com (retrieved Nov. 8, 2012).

(d) See Exhibit WEA-5.

COST OF EQUITY ESTIMATES

<u>Company</u>	(a)	(a)	(a)	(a)
	<u>Earnings Growth</u>			<u>br+sv</u>
	<u>V Line</u>	<u>IBES</u>	<u>Zacks</u>	<u>Growth</u>
1 Abbott Labs.	13.0%	12.2%	11.9%	21.2%
2 Bard (C.R.)	8.3%	8.7%	9.8%	20.2%
3 Church & Dwight	12.8%	13.0%	13.5%	12.2%
4 Coca-Cola Co.	11.9%	11.1%	11.1%	9.1%
5 Colgate-Palmolive	11.9%	10.8%	11.5%	9.6%
6 Gen'l Mills	10.3%	10.7%	10.7%	13.3%
7 Kellogg	10.9%	9.5%	11.8%	23.2%
8 Kimberly-Clark	12.0%	13.5%	11.6%	17.5%
9 McCormick & Co.	11.2%	10.7%	11.1%	13.7%
10 McDonald's Corp.	11.9%	11.7%	13.0%	13.3%
11 PepsiCo, Inc.	11.2%	7.4%	8.1%	15.4%
12 Procter & Gamble	11.3%	11.3%	11.6%	10.9%
13 Wal-Mart Stores	11.6%	11.3%	11.8%	11.5%
Average (b)	11.4%	10.9%	11.3%	11.9%
Midpoint (c)	10.6%	10.5%	10.8%	12.3%

(a) Sum of dividend yield (page 1) and respective growth rate (page 2).

(b) Excludes highlighted figures.

(c) Average of low and high values.