DIVIDEND YIELD

	Company	(a) Price	(b) Dividends	Yield
1	Church & Dwight	$ 65.87	$ 1.12	1.7%
2	Colgate-Palmolive	$ 64.52	$ 1.45	2.2%
3	Gen'l Mills	$ 49.33	$ 1.52	3.1%
4	Kellogg	$ 60.68	$ 1.84	3.0%
5	Kimberly-Clark	$ 104.75	$ 3.24	3.1%
6	McCormick & Co.	$ 68.79	$ 1.51	2.2%
7	McDonald's Corp.	$ 95.70	$ 3.24	3.4%
8	Wal-Mart Stores	$ 77.76	$ 2.00	2.6%
	Average			**2.7%**

(a) Average of closing prices for 30 trading days ended Jan. 23, 2014.

(b) The Value Line Investment Survey, Summary & Index (Jan. 24, 2014).

GROWTH RATES

		(a)	(b)	(c)	(d)
		Earnings Growth Rates			
	Company	**V Line**	**IBES**	**Zacks**	**Reuters**
1	Church & Dwight	10.5%	11.4%	11.3%	11.4%
2	Colgate-Palmolive	10.0%	9.3%	8.7%	9.3%
3	Gen'l Mills	6.5%	7.7%	7.3%	7.7%
4	Kellogg	7.5%	6.7%	7.2%	6.7%
5	Kimberly-Clark	9.5%	7.7%	7.8%	7.7%
6	McCormick & Co.	8.5%	8.2%	8.3%	8.2%
7	McDonald's Corp.	8.0%	8.1%	9.1%	8.1%
8	Wal-Mart Stores	7.5%	8.6%	9.0%	8.6%

(a)   The Value Line Investment Survey (Nov. 1, Nov. 29 & Dec. 27, 2013, Jan. 24, 2014).

(b)   www.finance.yahoo.com (retrieved Jan. 24, 2014).

(c)   www.zacks.com (retrieved Jan. 24, 2014).

(d)   www.reuters.com/finance/stocks (retrieved Jan. 25, 2014).

DCF COST OF EQUITY ESTIMATES

	Company	Industry Group	(a) V Line	(a) IBES	(a) Zacks	(a) Reuters
			Cost of Equity Estimates			
1	Church & Dwight	Household Products	12.2%	13.1%	13.0%	13.1%
2	Colgate-Palmolive	Household Products	12.2%	11.5%	10.9%	11.5%
3	Gen'l Mills	Food Processing	9.6%	10.8%	10.4%	10.8%
4	Kellogg	Food Processing	10.5%	9.7%	10.3%	9.7%
5	Kimberly-Clark	Household Products	12.6%	10.7%	10.9%	10.7%
6	McCormick & Co.	Food Processing	10.7%	10.4%	10.5%	10.4%
7	McDonald's Corp.	Restaurant	11.4%	11.5%	12.5%	11.4%
8	Wal-Mart Stores	Retail Store	10.1%	11.2%	11.6%	11.2%
	Average (b)		**11.2%**	**11.1%**	**11.2%**	**11.1%**
	Midpoint (c)		**11.1%**	**11.4%**	**11.6%**	**11.4%**

(a)   Sum of dividend yield (Exhibit WEA-10, p. 1) and respective growth rate (Exhibit WEA-10, p. 2).

(b)   Excludes highlighted figures.

(c)   Average of low and high values.