

# EXHIBIT 5

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**From:** Elise Titan <elise.titan@mslworldwide.com>  
**To:** Connie Evers <eversc@teleport.com>  
**CC:** Allison Showalter <Allison.Showalter@mslworldwide.com>; Anthony Jackson <anthony.jackson@mslworldwide.com>  
**Sent:** 7/20/2010 6:38:18 AM  
**Subject:** Re: Question on TV appearance

Hi Connie,

I think that would be fine to mention Nutella in the segment.  
Let us know if you need any product.

Elise



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**From:** "Connie Evers" <eversc@teleport.com>  
**To:** "Elise Titan" <elise.titan@mslworldwide.com>  
**Date:** 07/19/2010 05:06 PM  
**Subject:** Question on TV appearance

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Hi Elise,

I think I mentioned that my local ABC affiliate (KATU) wants me to do a back-to-school segment in August for the program AM-Northwest. They would like to possibly highlight breakfast.

Is it OK to feature Nutella on a whole grain along with other options? It is somewhat difficult because I'm trying not to mention other spreads (particularly peanut butter) which is a bit limiting. I think that's why the Nickelodeon parent piece ended up recommending Nutella as a snack (I didn't say "all natural" by the way, the writer came up with that). She wanted to know some non-perishable snacks when traveling with kids.

I'm fine either way but I wanted to check with you. No hurry -- the segment isn't until August 24th.

Thanks,  
Connie

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