

**SHOPPERS DRUG MART  
2008 SEASONAL PROGRAM  
CRITICAL PATH  
Cough and Cold Prepack**

	<b>EVENT NAME</b>	<b>Mini Cough &amp; Cold</b>	<b>Cough &amp;Cold Prepack</b>	<b>Cough &amp;Cold Prepack</b>	<b>Cough &amp;Cold Prepack</b>	<b>Cough &amp;Cold Prepack</b>	<b>Cough &amp;Cold Prepack</b>
	<b>SDM EVENT ID</b>	<b>D05419</b>	<b>D05497</b>	<b>D05498</b>	<b>D05499</b>	<b>D05500</b>	<b>D05501</b>
	<b>NOTE: WHEN SUBMITTING ON-LINE PLEASE USE THE FOLLOWING EVENT NUMBER:</b>		<b>CC0001</b>	<b>CC0001</b>	<b>CC0001</b>	<b>CC0001</b>	<b>CC0001</b>
<b>1</b>	Vendor submits Merchandising Agreement on-line and forwards a complete set of related products to RMS	By August 13/07	By February 27/08	By February 27/08	By February 27/08	By February 27/08	By February 27/08
<b>2</b>	SDM advises RMS of program vendor participants	September 10/07	March 31/08	March 31/08	March 31/08	March 31/08	March 31/08
<b>3</b>	RMS advises vendors on-line as to program approval or rejection	September 11/07	April 1/08	April 1/08	April 1/08	April 1/08	April 1/08
<b>4</b>	Vendor must submit sell sheet information online	By September 12/07	By April 2/08	By April 2/08	By April 2/08	By April 2/08	By April 2/08
<b>5</b>	Vendor reviews Eng. #1 sell sheets	Week of September 17/07	Week of April 7/08	Week of April 7/08	Week of April 7/08	Week of April 7/08	Week of April 7/08
<b>6</b>	Vendor supplies J-Peg image artwork for sell sheet or RMS creates artwork for sell sheet purposes	September 22/07	April 7/08	April 7/08	April 7/08	April 7/08	April 7/08
<b>7</b>	Sell sheet drafts submitted to SDM for review and revisions	October 30/07	April 21/08	April 21/08	April 21/08	April 21/08	April 21/08
<b>8</b>	Deadline for prototype approval by vendor	October 30/07	April 21/08	April 21/08	April 21/08	April 21/08	April 21/08
<b>9</b>	SDM provides final changes to sell sheets	November 5/07	April 25/08	April 25/08	April 25/08	April 25/08	April 25/08
<b>10</b>	Final sell sheets delivered to SDM Promotion Group	November 12/07	May 2/08	May 2/08	May 2/08	May 2/08	May 2/08
<b>11</b>	RMS submits product delivery schedule to vendor – vendor to respond within 72 hours if any changes needed	Week of November 26/07	Week of June 30/08	Week of June 30/08	Week of June 30/08	Week of June 30/08	Week of June 30/08

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12	Final Hi Resolution Artwork to be supplied to RMS <b>no later than</b> this date.	By October 1/07	By May 2/08	By May 2/08	By May 2/08	By May 2/08	By May 2/08
13	Vendor approves Hi Res proof provided by RMS	By October 15/07	By May 14/08	By May 14/08	By May 14/08	By May 14/08	By May 14/08
14	SDM Stores book orders	October 22 to November 2/07	June 2 to June 13/08	June 2 to June 13/08	June 2 to June 13/08	June 2 to June 13/08	June 2 to June 13/08
15	SDM provides estimated quantities to RMS	November 13/07	June 17/08	June 17/08	June 17/08	June 17/08	June 17/08
16	SDM issues PO to vendors	November 17/07	June 24/08	June 24/08	June 24/08	June 24/08	June 24/08
17	SDM provides final prepack order quantities to RMS	November 19/07	June 25/08	June 25/08	June 25/08	June 25/08	June 25/08
18	Vendors start shipping product to assigned co-packer. Refer to product delivery letter.	November 25/07	August 1/08	August 1/08	August 1/08	August 1/08	August 1/08
19	Displays co-packed at assigned co-packer. Refer to product delivery letter. MULTI RELEASE EVENTS ARE SUBJECT TO ADDITIONAL SET UP FEES IF ALL RELEASES ARE NOT BUILT AT THE SAME TIME. STORAGE FEES WILL APPLY IF ALL ASSEMBLED DISPLAYS ARE NOT PICKED UP AT THE SAME TIME.	November 26 to December 2/07	July 30 to August 8/08	August 20 to August 28/08	September 10 to September 17/08	October 1 to October 10/08	October 20 to October 29/08
20	Displays shipped to arrive at SDM DC's **	December 31/07	August 18/08	September 8/08	September 29/08	October 20/08	November 10/08
21	Assigned co-packer provides QA report to vendor (if specifically requested by vendor)	January 4 to January 7/08	August 20 to August 25/08	September 15 to September 20/08	October 8 to October 12/08	October 25 to October 30/08	November 15 to November 23/08
22	Shipping Window Deal	January 12 to January 25/08	N/A	N/A	N/A	N/A	N/A