

2009 Fact Sheet

(dollars in millions)

	2009			2008			2007			2006			2005		
	Increase(6) (decrease)	Restated(5) Increase (decrease)		Increase(6) (decrease)	Restated(5) Increase (decrease)		Increase(6) (decrease)	Restated(5) Increase (decrease)		Increase(6) (decrease)	Restated(5) Increase (decrease)		Increase(6) (decrease)	Restated(5) Increase (decrease)	
SALES (7)															
Europe	\$749.6	(3)	5	\$769.6	12	8	\$688.2	12	4	\$615.9	2	1	\$602.5		
Asia Pacific	385.0	15	15	336.1	15	12	292.4	22	17	239.7	17	17	204.5		
Tupperware North America	292.3	(4)	4	303.3	5	5	289.8	13	13	255.5	1	-	253.6		
Beauty North America	391.6	(15)	(3)	460.7	-	-	461.5	9	9	423.1	+	+	167.4		
Beauty Other	309.0	6	13	292.1	17	15	249.5	19	10	209.5	+	+	51.3		
REPORTED SALES	\$2,127.5	(2)	6	\$2,161.8	9	8	\$1,981.4	14	9	\$1,743.7	36	35	\$1,279.3		
TOTAL SEGMENT PROFIT(LOSS) (Excluding Adjustments) (7)															
Europe	\$143.6 (2)	16	23	\$124.3 (2)	11	12	\$112.0 (2)	16	7	\$96.3 (2)	(18)	(19)	\$117.3 (1) (2)		
Asia Pacific	79.8 (2)	21	25	66.2 (2)	22	24	54.1 (2)	43	32	37.9 (2)	80	72	21.0 (1) (2)		
Tupperware North America	38.1	38	53	27.7	30	32	21.3	+	+	8.7	nm	nm	(3.3) (1)		
Beauty North America	54.2 (2)	(16)	3	64.2 (2)	(11)	(10)	72.3 (2)	4	4	69.7 (2)	+	+	17.5 (2)		
Beauty Other	21.3 (2)	+	+	1.2 (2) (3)	nm	nm	(3.1) (2)	(40)	(44)	(5.3) (2)	+	+	(1.3) (2)		
Total	337.0	19	29	283.6	11	13	256.6	24	17	207.3	37	35	151.2		
Adjustments	(5.1) (2)			(11.9) (2) (3)			(13.6) (2)			(25.0) (2)			0.6 (1) (2)		
REPORTED SEGMENT PROFIT	331.9	22	35	271.7	12	14	243.0	33	26	182.3	20	18	151.8		
Unallocated expenses	(51.9)			(39.8)			(43.9)			(36.4)			(28.3)		
Gains on disposal of assets including insurance recoveries (4)	21.9			24.9			11.8			12.5			4.0		
Re-engineering and impairment charges	(8.0)			(9.0)			(9.0)			(7.6)			(16.7)		
Impairment of goodwill and intangible assets	(28.1)			(9.0)			(11.3)			-			-		
Interest expense, net	(28.7)			(36.9)			(49.2)			(47.0)			(45.1) (8)		
Income before taxes	237.1			201.9			141.4			103.8			65.7		
Provision for (benefit from) income taxes	62.0			40.5			24.5			9.6			(20.5) (9)		
NET INCOME BEFORE ACCOUNTING CHANGE	175.1			161.4			116.9			94.2			86.2		
Cumulative effect of accounting change (net of income taxes of \$0.4 million)	-			-			-			-			(0.8)		
NET INCOME	\$175.1			\$161.4			\$116.9			\$94.2			\$85.4		

Non-GAAP Financial Measures (from P. 1)

Non-GAAP Financial Measures

The Company has utilized non-GAAP financial measures in this document, which are provided to assist in investors' understanding of the Company's results of operations. The adjustment items materially impact the comparability of the Company's results of operations. The adjusted information is intended to be more indicative of Tupperware's primary operations, and is intended to assist investors in evaluating performance and analyzing trends across periods. See footnotes (1)-(4) for specific adjustments which are excluded from the indicated segment profit or loss as applicable.

(1) In January 2005, the Company reached a decision to restructure its manufacturing facility in Hemingway, South Carolina. As a result, in 2005, \$0.9 million, \$0.5 million and \$1.8 million was recorded in Europe, Asia Pacific and Tupperware North America, respectively, for pretax costs incurred to relocate equipment from Hemingway to production facilities in those regions. As a result of the capacity shift, the Company also recorded in the Tupperware North America segment a \$5.6 million reduction of its reserve for United States-produced inventory that is accounted for under the last-in first-out (LIFO) method as that inventory was sold.

(2) \$5.1, \$9.0, \$13.6, \$25.0 and \$1.8 million were recorded in 2009, 2008, 2007, 2006 and 2005, respectively, for the amortization of intangibles and depreciation recorded as part of purchase accounting for the acquired beauty units. Europe, Asia Pacific, Beauty North America and Beauty Other recorded amortization and depreciation related to purchase accounting of \$0.3 million, \$1.2 million, \$2.0 million and \$1.6 million, respectively in 2009; \$0.5 million, \$1.5 million, \$3.7 million and \$3.3 million, respectively in 2008; \$1.0 million, \$2.1 million, \$6.0 million and \$4.5 million, respectively in 2007; \$1.9 million, \$4.1 million, \$11.6 million and \$7.4 million, respectively in 2006; and \$0.2 million, \$0.3 million, \$0.8 million and \$0.5 million, respectively in 2005.

(3) In 2008, the Company reached a decision to begin selling beauty products in Brazil through the Tupperware sales force and cease operating the beauty business in Brazil. As a result of this decision, the Company recorded a \$2.9 million charge relating to the write off of inventory, prepaid assets, and accounts receivable.

(4) In 2002, the Company began a program to sell land for development near its Orlando, Florida headquarters. During 2008, 2007, 2006, and 2005, pretax gains from these sales were \$2.2 million, \$5.6 million, \$9.3 million, and \$4.0 million, respectively, and were included in gains on disposal of assets including insurance recoveries, net. Included in disposal of assets including insurance recoveries, net were: Pretax gains of \$19.0 million in 2009 and \$22.2 million in 2008, as a result of insurance recoveries from the 2007 fire in South Carolina; pretax gain of \$2.9 million in 2009, from the sale of property in Australia; pretax gains of \$1.1 million in 2008, as a result of insurance recoveries from flood damage in France and Indonesia; pretax loss of \$0.6 million in 2008, as a result of asset disposals in the Philippines; pretax gains of \$2.1 million and \$1.6 million in 2007, from the sale of excess land in Australia and the Company's former Philippines manufacturing facility, respectively; pretax gains of \$4.4 million in 2006, as a result of insurance recoveries from hurricane damage suffered in 2004 at the Company's headquarters location in Orlando, Florida; and a pretax loss of \$1.2 million in 2006 as a result of a fire at the former manufacturing facility in Halls, Tennessee, and a pretax gain of \$2.5 million in 2007, upon the settlement of the related insurance claim.

(5) At constant, 2009 actual, exchange rates.

(6) At reported exchange rates.

(7) In December 2005, the Company purchased Sara Lee Corporation's direct selling businesses, and the results of these operations have been included since the date of acquisition. Segment reporting for all years is consistent with 2009 reporting. Europe, Asia Pacific and Tupperware North America are primarily sellers of Tupperware® branded products. Europe includes Avroy Shlain® and Swissgarde®, which are beauty and personal care units in Southern Africa. Asia Pacific includes NaturCare®, a beauty and personal care unit in Japan. Beauty North America sales are composed of premium cosmetics, skin care and personal care products marketed under the BeautiControl® and Armand Dupree® brands in the United States, Canada and Puerto Rico and the Fuller Cosmetics® brand in Mexico. Beauty Other primarily includes sales of beauty and personal care products mainly in Australia under the brand name Nutrimetics® as well as both kitchen and beauty products in the Philippines and South America under the brand names Fuller®, Nuvo Cosmetics® and Tupperware®.

(8) In 2005, interest expense included approximately \$29 million in net expense related to settling the Company's \$100 million 2006 notes and \$150 million 2011 notes as part of its refinancing in conjunction with the Acquisition.

(9) In 2005, the Company reached a settlement with its former parent company resulting in a cash receipt of \$46 million including interest related to pre-June 1996 tax liabilities. This generated a net tax benefit of approximately \$25 million after considering amounts previously recorded as a receivable on the Company's balance sheet and a provision for taxes related to the interest portion of the settlement. This transaction, together with various audit settlements and year-end tax planning transactions, resulted in the negative provision for income taxes for 2005.

nm Not meaningful

+ Increase of more than 100%.

2009 Fact Sheet

	<u>2009</u>	Percentage Increase (decrease)	<u>2008</u>	Percentage Increase (decrease)	<u>2007</u>	Percentage Increase (decrease)	<u>2006</u>	Percentage ^(b) Increase (decrease)	<u>2005</u>
Total Salesforce (a) (b)									
Europe	573,021	15	497,994	13	442,433	21	364,782	9	334,245
Asia Pacific	437,841	25	349,801	8	322,617	43	225,756	(16)	267,466
Tupperware North America	263,182	6	247,301	13	219,097	(10)	244,319	(5)	257,689
Beauty North America	570,162	(8)	620,613	(1)	627,050	13	554,203	11	501,493
Beauty Other	<u>569,669</u>	2	<u>560,225</u>	8	<u>516,893</u>	12	<u>462,390</u>	(13)	<u>533,507</u>
Total	<u>2,413,875</u>	6	<u>2,275,934</u>	7	<u>2,128,090</u>	15	<u>1,851,450</u>	(2)	<u>1,894,400</u>
Average Active Sales Force (a) (b)									
Europe	108,729	6	102,189	6	96,685	(1)	97,175	35	72,082
Asia Pacific	56,744	28	44,467	16	38,417	11	34,559	30	26,513
Tupperware North America	85,762	9	78,949	16	67,999	2	66,952	(7)	71,857
Beauty North America	339,954	(2)	346,889	6	328,128	10	298,201	+	46,290
Beauty Other	<u>226,032</u>	(6)	<u>241,343</u>	5	<u>228,842</u>	-	<u>229,166</u>	+	<u>25,609</u>
Total	<u>817,221</u>	-	<u>813,837</u>	7	<u>760,071</u>	5	<u>726,053</u>	+	<u>242,351</u>

(a) Segment reporting for all years is consistent with 2009 reporting. Europe, Asia Pacific and Tupperware North America are primarily sellers of Tupperware® branded products. Europe includes Avroy Shlain® and Swissgarde®, which are beauty and personal care units in Southern Africa. Asia Pacific includes NaturCare®, a beauty and personal care unit in Japan. Beauty North America sales are composed of premium cosmetics, skin care and personal care products marketed under the BeautiControl® and Armand Dupree® brands in the United States, Canada and Puerto Rico and the Fuller Cosmetics® brand in Mexico. Beauty Other primarily includes sales of beauty and personal care products mainly in Australia under the brand name Nutrimetics® as well as both kitchen and beauty products in the Philippines and South America under the brand names Fuller®, Nuvo Cosmetics® and Tupperware®.

(b) In December 2005, the Company purchased Sara Lee Corporation's direct selling businesses and its salesforce statistics have been included since the date of acquisition. Prior to the acquisition, Beauty Other was composed of Tupperware Philippines and Central and South America, Beauty North America was BeautiControl North America, and Europe and Asia Pacific did not include beauty and personal care units. As a result of the acquisition, average active sales force comparisons for 2006 vs. 2005 are not meaningful.

nm Not meaningful

+ Increase of more than 100%.