

Fact Sheet 1: Parent Companies

Activision (ATVI) creates interactive software games.

Apple (AAPL) is a prominent hardware and software company.

Bank of America (BAC) is one of the largest US commercial banks.

Berkshire Hathaway (BRK) is a holding company for various businesses.

Bertelsmann AG is a private transnational media corporation

Blockbuster (BBI) is the world's largest video rental chain

Borders Group (BGP) is the #2 bookstore after Barnes & Noble.

Burger King (BKC) is the world's #2 hamburger chain after McDonald's.

Cadbury plc (CBY) is the world's second largest candymaker after Mars.

Campbell Soup (CPB) is the world's largest soup maker.

Carter's – (CRI) is the leading US maker of youth apparel.

Daimler AG (DAI) manufactures cars and trucks.

Domino's Pizza (DPZ) is the world's #2 pizza chain.

Dun & Bradstreet (DNB) supplies business information and research.

Electronic Arts (ERTS) is a leading video game publisher.

Ford (F) manufactures cars and trucks.

Fox Entertainment Group is a subsidiary of News Corporation.

The Gap (GPS) is a national clothing retailer.

General Mills (GIS) is the US' #1 cereal maker.

Groupe Danone (GDNNY) is one of the largest dairy food producers in the world.

Hasbro (HAS) is the #2 toy maker in the US.

Hershey Foods (HSY) makes chocolates and candies.

Ilitch Holdings is the private company that owns Little Caesars pizza chain.

In-N-Out Burgers is a privately owned burger chain.

J.M. Smucker Co. (SJM) is the #1 US producer of jams and preserves.

Johnson & Johnson (JNJ) is a health care company with diverse products and medical devices.

Jones Apparel (JNY) owns many popular apparel and shoe brands.

Kellogg (K) is the #2 cereal maker in the US.

Kraft Foods (KFT) is the world's #2 food company.

Limited Brands (LTD) owns Bath & Body Works beauty and health products.

Mars Inc. is a privately owned candy maker.

McDonald's (MCD) is the world's #1 selling fast food company.

Merrill Lynch is a subsidiary of Bank of America.

PepsiCo (PEP) is the world's #2 soft drink maker.

Pfizer (PFE) is the world's largest research based pharmaceutical firm.

Procter & Gamble (PG) is the world's #1 maker of household products.

Rogers Communications (RCI) is Canada's largest cable services provider.

S.C. Johnson & Son is a privately owned maker of consumer chemical products.

Sara Lee (SLE) is a leading manufacturer of packaged foods.

Sears Holding Corp. (SHLD) owns Kmart and Sears retail chains.

Shell Oil Co. is a subsidiary of Royal Dutch Shell.

The Topps Co. is a privately owned company distributing trading cards and Bazooka bubble gum



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