

**STATEMENT OF INTERNATIONAL
PROFIT CONTRIBUTION
APRIL 1991**

(DOLLARS IN THOUSANDS)

CURRENT MONTH			DESCRIPTION	YEAR-TO-DATE			
ACTUAL	VARIANCE			VARIANCE		ACTUAL	LAST YEAR
	AMOUNT	%		%	AMOUNT		
2,740	* 750	* 21.5%	EXPORT/CONT. VOLUMES	* 19.6%	* 2,903	11,881	13,217
2,600	* 72	* 2.7%	LICENSEE VOLUMES	2.7%	282	10,872	9,305
5,341	* 822	* 13.3%	TOTAL VOLUMES	* 10.3%	* 2,621	22,753	22,522
49,156	* 12,799	* 20.7%	NET SALES VALUE	* 17.6%	* 45,551	213,183	218,361
25,192 51.2%	* 6,338 0.4%	* 20.1%	VARIABLE MARGIN % OF INT'L SALES	* 15.6%	* 20,389 1.3%	110,718 51.9%	110,361 50.5%
8,463	333	3.0%	SPECIFIC BRAND EXPENSE	2.1%	870	34,131	36,301
(2,150)	3,912	NA	SELLING COMMISSIONS/ ALLOWANCES/LOSS ON RETURNS/FOREIGN EXCHG	72.5%	4,808	1,820	1,395
2,466	* 304	* 10.6%	LICENSEE INCOME	7.3%	730	10,586	8,659
1,669	* 5	* 0.3%	SELLING FIELD	5.3%	354	6,340	5,432
19,676	* 2,402	* 12.0%	REGIONAL CONTR.	* 15.8%	* 13,628	79,014	75,892
2,300	* 0	* 0.0%	INT'L BRAND MGT	* 0.0%	* 0	6,203	4,573
980	100	9.3%	G&A/OTHER	10.1%	432	3,840	3,195
913	* 5	* 0.6%	AMORT OF TRADEMARK	* 0.2%	* 9	3,641	3,637
(2)	5	NA	MISC. (INC)/EXP	* 138.5%	* 18	5	10
15,486	* 2,302	* 14.4%	INT'L PROFIT CONTR.	* 18.6%	* 13,223	65,324	64,477
30.1%	* 7.5%		% OF TOTAL DOMESTIC & INT'L CONTRIBUTION		4.9%	39.8%	43.0%

NOTE: AN ASTERISK INDICATES AN UNFAVORABLE VARIANCE. "TEMPORARY" VARIANCES HAVE BEEN EXCLUDED.

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COMMENTS ON
INTERNATIONAL PROFIT CONTRIBUTION
APRIL 1991

International Profit Contribution of \$15,486 is \$2,302 unfavorable for the month. Year-to-date Profit Contribution of \$65,324 is \$13,223 below budget. Major variances are outlined below:

Variable Margin of \$25,192 is \$6,338 below budget due to a \$6,443 unfavorable volume/mix variance and a \$105 favorable rate variance. The volume/mix variance is due largely to below budgeted shipments of 750 million units, primarily in the Levant Group of 423 million units (\$1,692), Japan of 199 million units (\$2,276), and Singapore of 137 million units (\$1,310).

Year-to-date Variable Margin of \$110,718 is \$20,389 below budget due to a \$24,117 unfavorable volume/mix variance and a \$3,728 favorable rate variance. The unfavorable volume/mix variance is largely due to below budgeted sales of 2,903 million units. Below budgeted shipments occurred in the Levant Group of 873 million units (\$3,367), China of 445 million units (\$3,353) Singapore of 435 million units (\$4,501), Hong Kong of 335 million units (\$4,016), Japan of 287 million units (\$3,742), Thailand of 127 million units (\$1,602) and the East Bloc of 179 million units (\$1,525). The favorable rate variance is due to lower variable manufacturing cost versus budget.

Selling Commissions/Allowances/Loss on Returns/Foreign Exchange are \$3,912 favorable for the month and \$4,808 favorable year-to-date due mainly to gains associated with foreign exchange revaluations, offset at variable margin.