

RECONCILIATION OF NON-GAAP FINANCIAL MEASURES

“NORMALIZED” EARNINGS PER SHARE

	2012	2011	2010
Diluted earnings per share, as reported	\$ 1.37	\$ 0.42	\$ 0.96
Impairment charges	—	1.03	—
Restructuring and restructuring-related costs	0.24	0.24	0.24
Discontinued operations	(0.01)	0.03	(0.02)
CEO transition costs	—	0.02	—
Convertible notes dilution	—	—	0.10
Losses on extinguishments of debt*	0.02	0.01	0.44
Income tax contingencies	0.08	(0.17)	(0.21)
Other items, net	—	—	(0.01)
“Normalized” EPS	\$ 1.70	\$ 1.59	\$ 1.50

* For 2010, includes certain share impacts of the Capital Structure Optimization Plan.
 Totals may not add due to rounding.

“NORMALIZED” OPERATING MARGIN

	2012	2011	2010
Operating income, as reported	\$ 651.9	\$ 257.2	\$ 623.5
Impairment charges	—	382.6	—
Restructuring and restructuring-related costs	90.6	87.5	92.6
CEO transition costs	—	6.3	—
Operating income, excluding charges	\$ 742.5	\$ 733.6	\$ 716.1
Net sales	\$ 5,902.7	\$ 5,864.6	\$ 5,658.2
“Normalized” operating margin	12.6%	12.5%	12.7%

CORE SALES GROWTH – SELECTED DATA

	2012			2011	Year-Over-Year Increase		
	Sales as Reported	Currency Impact	Core Sales*	Sales as Reported	Excluding Currency	Including Currency	Currency Impact
Writing Segment	\$1,416.2	\$ 27.3	\$1,443.5	\$ 1,399.3	3.2%	1.2%	(2.0)%
Tools Segment	806.1	28.3	834.4	779.6	7.0%	3.4%	(3.6)%
Baby & Parenting Segment	736.1	11.1	747.2	680.4	9.8%	8.2%	(1.6)%
Latin America	338.9	26.2	365.1	318.6	14.6%	6.4%	(8.2)%
Total Company	5,902.7	91.1	5,993.8	5,864.6	2.2%	0.6%	(1.6)%

* "Core Sales" is determined by applying the prior year monthly exchange rates to the current year local currency monthly sales amounts, with the difference in the current year reported sales and Core Sales representing changes attributable to foreign currency translation, reported in the table as "Currency Impact."