



Dear Shareholders,

2010 was a successful year for Tupperware Brands, as we achieved many of our goals. Our 6% full year local currency sales increase was within our target and longer term guidance range. While the 2% decrease in our established markets was a bit softer than we would have liked, being up 15% in our emerging markets exceeded our expectations. So on balance, we continued to progress. Our profitability continued to improve, we generated strong cash flow and we raised our dividend by 20%. Recently, we announced a new dividend policy and accelerated share repurchase plan for 2011 and beyond, because we have **confidence** in the future and **confidence** in our ability to continue to grow sales and generate cash.

We are a global portfolio, doing business in almost 100 countries, with a healthy mix of emerging and established market economies. We had great successes in many of our markets, including Tupperware Austria, Brazil, France, India, Indonesia, Malaysia/Singapore, South Africa and Turkey. Meanwhile, we had some disappointments as well, such as in Russia, Australia and our BeautiControl business. Natural disasters and economic upheavals disrupt our sales force growth and thus require rebuilding efforts, though we find that our geographic and product diversity help mitigate the effects of these factors and keep us growing. Because we are a global company, there will always be challenges that arise. But I believe, and we've seen, that our management teams have the skills to navigate through such obstacles and a business model that is highly adaptable.

When we distill down our business model, there are four key elements which we have identified that are critical success drivers for every market's success. In essence, they are our formula. Our continued growth is not due to luck; it's because we understand how to execute this formula:

- Developing **innovative products** with great design
- Creating **entertaining selling situations**
- Offering our sales force **compelling earning and leadership development opportunities**
- Employing dynamic **direct selling fundamentals**

But what really makes our formula work is our attitude that **every successful business formula works, until it doesn't**. With that mindset, we have created a culture focused on the constant renewal of the way we execute our formula's components. Essentially, we are a group of multi-local businesses. At our best, we are simply trying to create "repeater stations" around the world, adapting and adopting the formula to local needs.

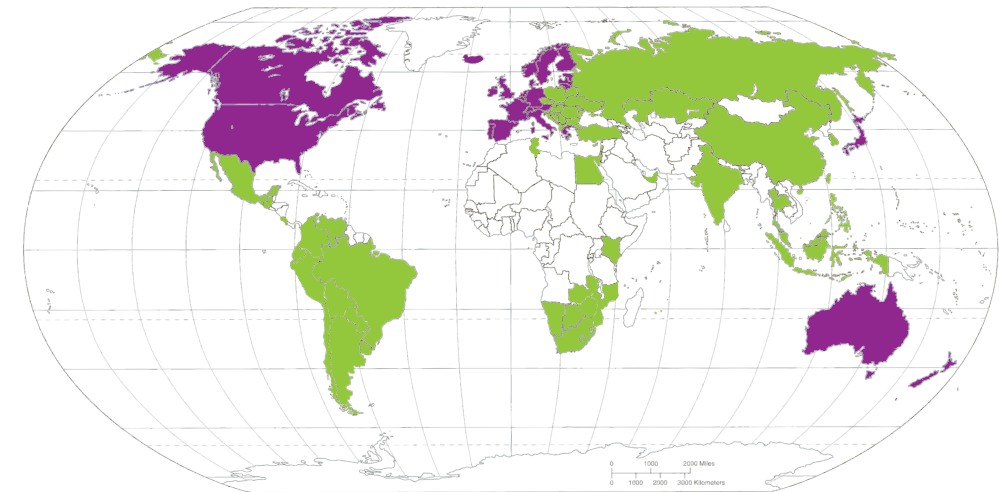
Tupperware Brands is fortunate in that we are able to increase the size of our business with very little investment in financial capital. Tupperware's growth comes from its worldwide sales force, and for over 50 years we have made an unwavering commitment to **Enlighten, Educate and Empower Women** and their families across the globe. **We are therefore passionate about changing lives** and instilling **confidence** in every one of our sales force members. We invest a substantial amount of effort and money each year to build and maintain momentum in these individuals. We support them with strong training programs and attractive career opportunities to help them achieve personal and professional success. All these expenditures are included in our routine operating costs and are not capitalized. We ended 2010 with a record level of 2.6 million in our diverse sales force, and this diversity gives us strength and power.

We achieved many of our 2010 goals. Going forward, our priority is the sustainability of the enterprise, and that comes from a focus on revenue and profit generation supported by a solid financial structure. We are looking for good growth, from a focus on the key fundamentals that make our businesses thrive. This strategy enabled our 2010 success, and gives us **confidence** that we will be able to repeat this success year after year.

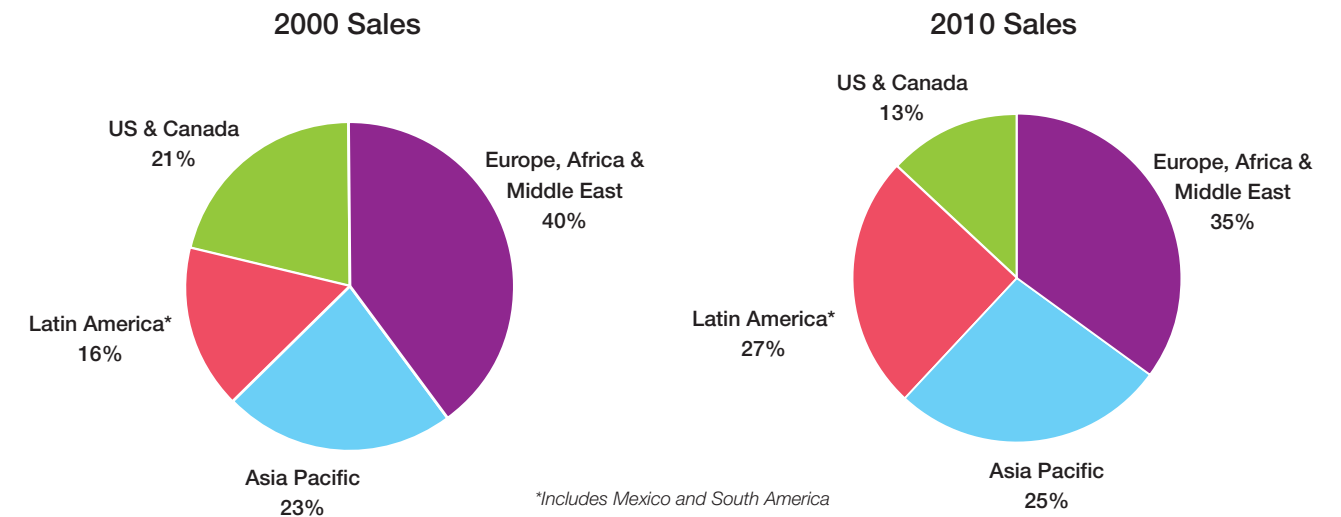
Rick Goings
Chairman & Chief Executive Officer

BALANCE OF EMERGING AND ESTABLISHED MARKETS

Established 44% of 2010 Sales **Emerging 56% of 2010 Sales**



GREATER GEOGRAPHIC DIVERSITY



STRATEGIC BLUEPRINT FOR GROWTH

