

3. GOODWILL AND INTANGIBLE ASSETS

Changes in the carrying value of goodwill and intangible assets were as follows:

	2008			2007		
	Weston Foods	Loblaw	Total	Weston Foods	Loblaw	Total
Goodwill, beginning of year	\$ 157	\$ 946	\$ 1,103	\$ 186	\$ 934	\$ 1,120
Goodwill acquired during the year		1	1		8	8
Adjusted purchase price allocation ⁽¹⁾				(9)		(9)
Business disposition (note 7)	(11)		(11)			
Other					4	4
Impact of foreign currency translation	23		23	(20)		(20)
Goodwill, end of year	169	947	1,116	157	946	1,103
Trademarks and brand names ⁽²⁾	13		13	14		14
Other intangible assets	5		5	11		11
Goodwill and intangible assets	\$ 187	\$ 947	\$ 1,134	\$ 182	\$ 946	\$ 1,128

(1) The 2007 Weston Foods adjusted purchase price allocation relates to the reversal of certain valuation allowances recorded as part of the Bestfoods Baking purchase equation, which has been included in the allocation of goodwill to the remaining businesses.

(2) Year end 2008 balance includes amortization of \$1 (2007 – \$1).

The trademarks and brand names and other intangible assets are being amortized over their estimated useful life ranging from 10 to 30 years.

During the fourth quarters of 2008 and 2007, the Company performed its annual goodwill and indefinite life intangible assets impairment tests and determined that there was no impairment of the carrying values of goodwill or indefinite life intangible assets.

Goodwill acquired during 2008 includes \$1 (2007 – \$8) related to Loblaw's acquisition of franchise stores (see note 6).