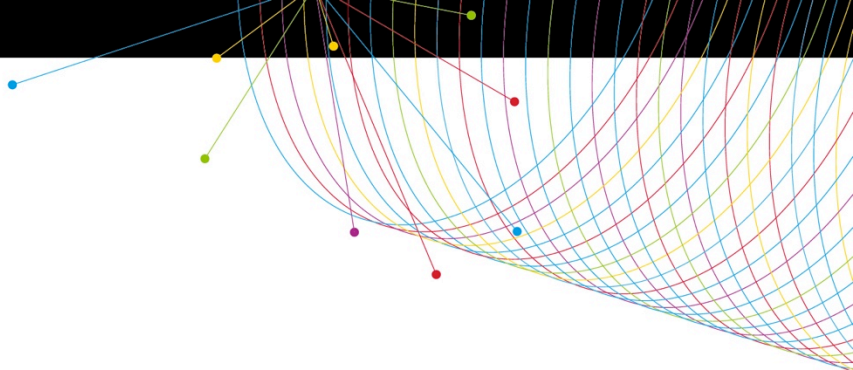




AN UNCOMMON SENSE
OF THE CONSUMER™



NACS-NIELSEN SYNDICATED DATA PROGRAM

FREQUENTLY ASKED QUESTIONS

ABOUT THE PROGRAM

WHAT IS THE SYNDICATED DATA PROGRAM?

This program provides NACS members with syndicated data to help those members gain a better understanding of their competitive marketplace and to position their products accordingly. This program was developed jointly by NACS and Nielsen to assist retailers and manufacturer members in achieving future effectiveness and profitability.

WHAT IS THE SOURCE OF THE PROGRAM?

This invaluable information is provided by Nielsen as a NACS member benefit. For more information on this and other member benefits, please go to www.nacsonline.com/nielsen.

WHO SHOULD USE THE SYNDICATED DATA PROGRAM?

This Syndicated Data Program is designed to assist small- and medium-sized manufacturers and convenience retailers to better position their

products for market through the use of market and product related syndicated data.

HOW CAN THIS BENEFIT IMPACT MY BUSINESS?

This information will help clients understand where your product fits in the market, the competition you face, the price points you need to hit, and the volume you can expect. It also leads you to perform necessary due diligence about things like how truly differentiated your product is versus that of your competition.

HOW CAN THIS HELP ME UNDERSTAND THE RETAILER'S STORE BRANDS?

How are store brands performing? What products are sold as store brands? What are the advantage of store brands? Who makes store brands?

CAN YOU TEACH ME HOW TO USE THIS INFORMATION?

Yes, Nielsen offers complimentary online training courses. In addition, your representative can walk you through your report.

WHAT SYNDICATED DATA WILL I RECEIVE?

Your Nielsen representative will work with you to determine the report that meets your business need. In many cases, your \$1,500-2,000 membership benefit will cover the entire fee.

GETTING STARTED

WHAT ARE THE REQUIREMENTS TO GET ACCESS TO THIS SYNDICATED DATA?

- You must be a NACS member in good standing.
- In order to qualify for the full \$2,000 benefit, retailers must be members of both NACS and a state convenience or petroleum marketing association.
- Program applies to members who are 1) convenience and petroleum retailers or manufacturers in a dues category correlating to annual sales of less than \$200 million or no more than 50 stores or 2) suppliers with less than \$200 million in annual sales.
- Program offered exclusively to qualified CPG suppliers and convenience retailers.

ONCE THE REPORT IS ORDERED, HOW LONG WILL IT TAKE TO RECEIVE?

Approximately 2 weeks.

For more information contact your Nielsen representative at 800-553-3727 or visit www.nielsen.com
Please refer to the NACS – Nielsen Syndicated Data Program.