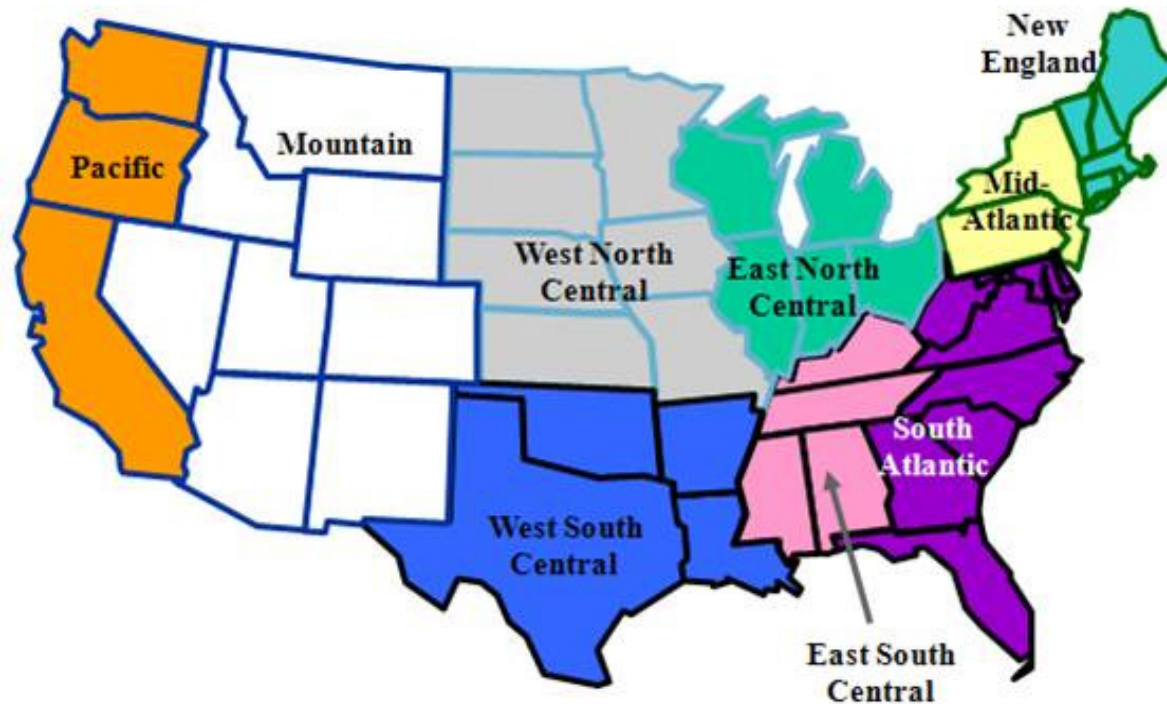


SPINScan Conventional Markets

Divisions and Markets



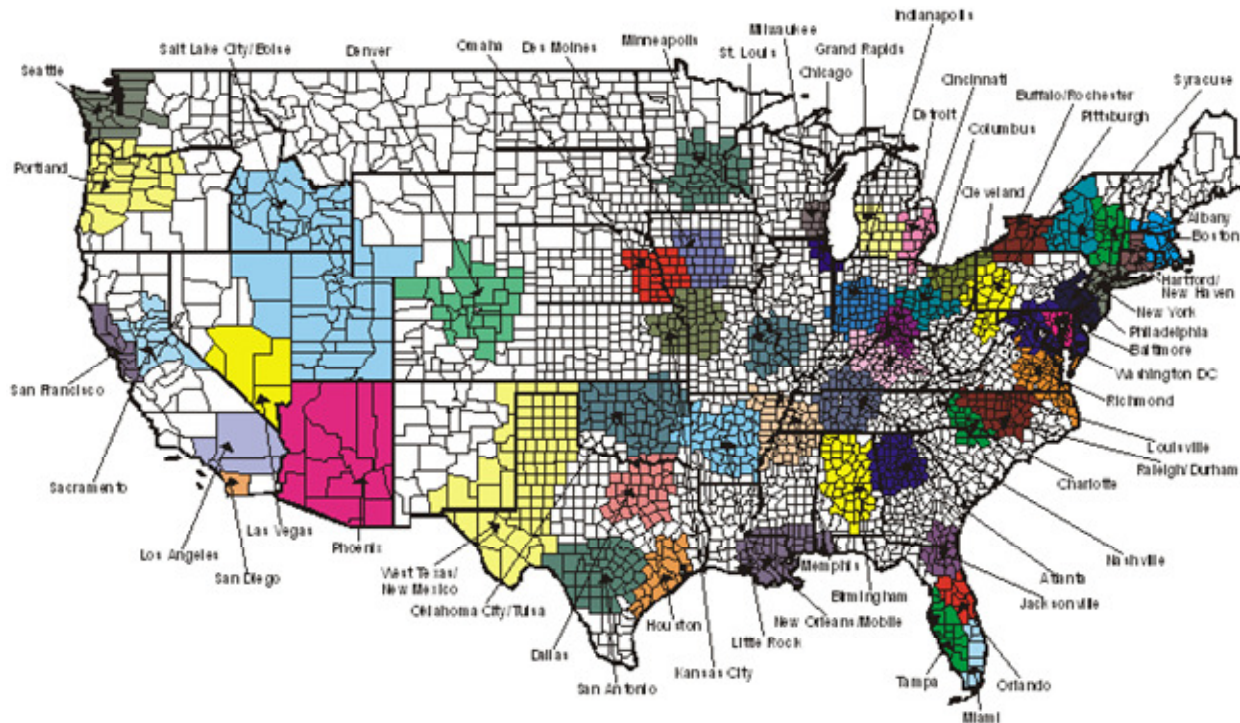
Conventional Supermarket Channel Definition

SPINScan Conventional (powered by Nielsen Scantrack™) combines the strength and reputation of Nielsen data with the breadth and depth of SPINS attribute coding to provide the industry's only comprehensive source of information on UPC-coded Natural, Organic, Specialty Gourmet, and Health & Wellness positioned products selling through the conventional FDM Channels in the United States.

*excludes Walmart

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