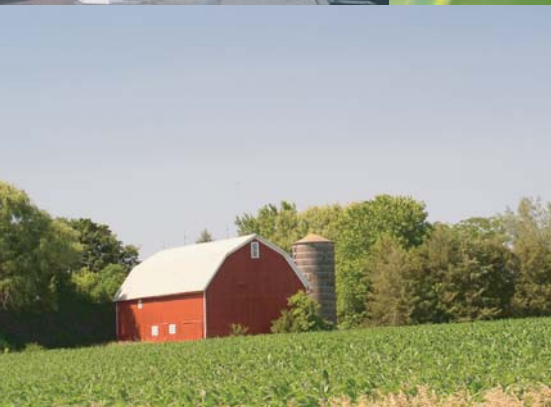




Retailer Partnership Program



As a SPINS retailer partner, you become a part of the richest information network available on the Natural Products marketplace and consumer. Our extensive industry expertise, business tools and support ensure that you are offering your customers the very best product assortment and optimized pricing to drive profits and customer loyalty.

Natural and Specialty products retailers, increase your store's sales and build customer loyalty with SPINS.

Agreement Overview

As a Retailer Partner, you agree to share your sales data with SPINS each week. Under a confidentiality agreement signed by both parties, you share your data exclusively with SPINS and we gain the rights to report your data as an aggregated total for the retail universe. SPINS agrees to keep your store-level data completely confidential and is dedicated to providing you the most up-to-date information and exceptional service.

How the Retailer Partnership Program Works

Each week, SPINS collects POS scanner data for UPC-coded items from a stratified sample of retailers nation-wide, with a selection of large and small chains, cooperatives and independent stores. SPINS projects this data to represent the total US Natural Products Retail Store Universe* then applies our industry-standard content and categorization. This makes it easy to identify the product attributes and positioning that drive your sales, and the US Natural Products Industry as a whole. In return, our partners have access to our extensive partner benefits. As the SPINS retailer partner community grows, so does our ability to provide increasingly valuable insight to our clients on this ever-changing industry.

** SPINS' extension plan includes retailer access to Specialty and other channels as available.*

Frequently Asked Questions

Q *How much time does it take to participate?*
Our retail partners report taking about 5-10 minutes to extract and submit data each week.

Q *What if I can't pull the data from my scanning system?*
Just as SPINS' retailer partners vary, so do their scanning systems. Our Retail Services team is confident that we can help you to submit your scanner data.

Q *Can I share my SPINS data?*
You may share your store's sales data as you see fit. SPINS regional and national market data, content, and content is for your benefit and internal use only.

Q *Who will see my store data?*
Your store data is confidential and is never seen by anyone but you, your designated internal team and SPINS' Retail Services team. Individual store or chain-level data is aggregated with other retailers in each region so that there is no way for others to identify it individually.

Q *How much does it cost to become a Retailer Partner?*
IT'S FREE. Our Retail Partner Program is funded by Natural Products manufacturers and other industry clients so that they can better meet the needs of retailers, increase their sales and have the most accurate picture of this dynamic market.

"SPINS' information is extremely helpful for understanding the Natural Products Industry, and how our business can grow within it. The data and the partner support available to us have lead to more informed decisions and a thriving natural products business."

**- Wade Carmichael
General Manager, Ellwood Thompson's Natural Market**

Grow your retail sales and stay on top of industry trends with SPINS, *at no cost to you.*



- Optimize your shelf sets to boost sales and margins.
- Monitor national and regional sales trends and retail pricing.
- Benchmark your store's performance against other retail outlets.
- Evaluate your promotions.
- Offer what consumers are looking for in functional foods and supplements with SPINS Consumer Health Concerns Service.
- Rest assured, your store data is completely confidential.

Get started Today!

To learn more about the SPINS Retailer Partnership Program, contact us at 847.908.1210 or retailers@spins.com.



Visit us at:

www.spins.com/retail/startwithspins.php
and receive a **FREE Category Topline Report!**



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