



July 18, 2005

Dear Valued Client,

SPINS is pleased to announce an adjustment that will continue to improve our services and provide valuable information and insight to support you and the growth of the industry. We want to bring to your attention a change to our reporting periods to align to the calendar year. This calendar alignment will change historical periods as well as future data delivery dates from SPINS.

**Calendar alignment** will address the differences between the data reporting and the actual yearly calendar. All historical periods will also “move up” one week. No data is “lost” in this process, this is simply a shift in period closing dates. This data reporting calendar adjustment will be made in conjunction with Period 7 2005.

Period 7 currently ends with week ending 7/9/2005. The new restated Period 7 will end with 7/16/2005, a one-week shift. Three years of historical data will reflect this calendar alignment, as will future periods.

The reason for the calendar alignment is that a reporting calendar with thirteen 4-week Periods has 364 days resulting in each subsequent year’s reporting cycle to end 1 day earlier than the previous (i.e., in 2000, Period 13 ended 12/30/00 and in 2004 Period 13 ended 12/25/04). This adjustment will shift the reporting calendar by 1 week so 2005 reporting will end on 12/31/05 instead of 12/24/05.

Accompanying this letter is a **new delivery schedule** for upcoming periods and a **historical schedule** mapping old quad week periods to the new restated historical periods.

Don’t hesitate to contact me should you have any questions.

Thank you,

Amy Jacobsen  
Director of Business Development  
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