



June 29th, 2006

Dear SPINS Clients,

I want to take this opportunity to announce an exciting development at SPINS – an expanded partnership with ACNielsen. After working together for the past eight years to report on Natural Products performance in the Conventional channel, we're teaming up to form an alliance that will **fully** leverage SPINS' and ACNielsen's combined capabilities and better serve our manufacturer and retailer clients.

Under our new long-term agreement, ACNielsen and SPINS will maintain a comprehensive partnership to report on Health and Wellness and Natural and Organic Products. SPINS will remain an independent company, but will now enjoy access to the sophisticated reporting tools, wide client base, and deep market penetration of ACNielsen, the global leader in market research.

The companies will jointly expand SPINS' Product Library to encompass the Health and Wellness industry, and enhance SPINS' consumer panel reporting, custom retail measurement services, retailer services, consulting and analytics, and other data applications. SPINS' consulting team will have broad access to ACNielsen products and services, establishing us as the premier source for analytical consulting on the Health and Wellness and Natural and Organic Products Industries.

Recently, SPINS released conventional key account data in conjunction with ACNielsen, featuring retailers such as Safeway, Kroger and Albertsons. Beginning January 1, 2007, we will expand our joint offering to include syndicated Consumer Measurement Services. Both companies are now evaluating additional market needs and assessing the best way to share expertise, optimize existing solutions, and collaboratively develop products and services. We look forward to sharing these developments with you, soliciting feedback, and providing services that best address your business needs.

SPINS' core values of passion, integrity, respect, and creativity will continue to be the foundation of every relationship we hold and service we provide. We are extremely excited about combining our resources and expertise with ACNielsen to provide the growing Health and Wellness and Natural and Organic Product Industries with the most comprehensive and robust service offering available.

Sincerely,

Tony Olson
SPINS Chairman and CEO