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SALESOUT ANNOUNCES NEW CONTRACT WITH BOOKER

-FMCG companies will now have access to data for 400,000 Booker customers, enabling brand managers to analyse sales performance-

14 May 2009: SalesOut, the provider of actionable insights to the FMCG industry, today announces that it has gone live with sales data from leading wholesaler Booker. Adding sales information for 400,000 retail and catering outlets to its existing database, SalesOut is now able to provide FMCG manufacturers with actionable insights based on sales data for more than 420,000 routes to market.

With 173 outlets across the UK, Booker is the UK's leading food and drink wholesaler, offering branded and private label goods to 400,000 customers including convenience stores, grocers, pubs and restaurants. Under the new contract with SalesOut, the availability of sales data from Booker means that FMCG manufacturers can now analyse the performance of their products in a significant and representative proportion of the independent marketplace.

Bryan Drew, Commercial Director at Booker, said, "Our data provides powerful information about how brands are performing in the independent retail and catering channels. Through the SalesOut portal, suppliers can build a picture of their penetration and performance in these increasingly important routes to market. The SalesOut portal enables suppliers to measure promotional effectiveness and return on investment, improve product distribution by targeting non-purchasers and support joint growth plans with Booker via consistent, accurate data."

The data is presented by SalesOut in a web-based application that shows performance by volume and value, penetration, promotions, category level, store level and SKU. The graphical presentation of data turns critical sales data into actionable insights, immediately highlighting where brand managers should be focussing their efforts to achieve sales, trade marketing, and brand management objectives. In addition, the application offers click-to-report functionality to further enhance insights and to aid key decision making and internal reports.

Marcus Vallance, CEO of SalesOut, says, "We are delighted to offer brands 400,000 new opportunities to increase sales in the fast growing independent sector. With Booker, we have

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filled the abyss of sales intelligence in their extensive customer base creating a great opportunity for brands to maximise their sales and marketing resources. In order to offset diminishing returns from the multiples, brands must embrace this new sales intelligence in the independent sector to identify distribution gaps, promotional success, growth categories and more.”

ENDS.

About SalesOut

SalesOut sources data from wholesalers and catering outlets, and manages this data to provide insightful reports on sales and distribution to FMCG manufacturers. These reports are delivered through a web-based application, and can be tailored to suit the company's reporting needs.

SalesOut enables FMCG manufacturers to achieve sales, trade marketing, and brand management objectives. It does this by providing actionable insights by volume, penetration, promotions, category level, store level and SKU, empowering FMCG manufacturers with the ability to fill gaps in their distribution, and to increase sales in stores where their products are and are not currently stocked.

SalesOut also quantifies the promotional return on investment, helping FMCG manufacturers to maximise the effectiveness of their promotional marketing spend.

If a brand requires assistance with turning these insights into actions, SalesOut offers tactical and strategic services including field sales, field marketing and telemarketing services, to help FMCG manufacturers plug the gaps in their distribution and to educate store managers in the products and new product development.

SalesOut works with some of the world's top household brands including Unilever, Coca-Cola, Cadbury, GlaxoSmithKline, Nestle, Walkers and Mars.

SalesOut also helps wholesalers, catering outlets and independent retailers to increase supplier investment. As such, SalesOut creates a common interest between wholesalers and FMCG manufacturers to diversify their energies into the independent and catering marketplaces.

SalesOut has been providing unique services to the FMCG/CPG industries since 2002. It has offices in the United Kingdom, the United States, Europe and South Africa.

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