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NATIONAL INDEPENDENTS' WEEK SALES UP 36 %

-Promotions give a boost to independent stores according to SalesOut-

04 August, 09: SalesOut, the provider of actionable insights to the FMCG industry, today announces a 36% rise in sales of branded products promoted in National Independents' Week based on like for like data from 10,000 stores serviced by SalesOut partner wholesalers.

National Independents' Week (NIW) is the centrepiece of the Federation of Wholesale Distributors' (FWD) My Shop is Your Shop (MSYS) campaign and this year, occurring in the first week of June, was supported by money-off coupons in The Sun and The Liverpool Echo and by a range of associated wholesale promotions of leading brands and own labels.

SalesOut, which partners with wholesalers to provide FMCG suppliers with actionable insights into the distribution and sales of their products in the independent sector, to quantify the return on investment of sales and marketing opportunities, reports an impressive 36% total uplift in sales over the promotional period. The highest performing brands were Carling, Ribena and Fruit Shoots which all showed a considerable rise in sales.

In addition, wholesale distributor Landmark Wholesale today announces that its own-brand cider Eridge Vale, which was promoted in National Independents' Week, saw a 141% year on year rise in sales in June and reports an excellent level of coupon redemption.

Alan Toft, chairman of MSYS, says, "This is good news for everyone in the wholesale-independent sector. It demonstrates the untapped sales power of the independent retailer when he or she is motivated by industry-wide creative marketing which focuses on the positives of the local shop."

Toft continues, "We are in the run up to the first MSYS National Walk & Shop Day on September 16th, launching an ongoing campaign which informs consumers of the ecological and money-saving benefits achievable when they shop local."

Toft adds, "The NIW result will give local store owners a big boost showing them that they can increase footfall and profits using MSYS principles."

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Toft concludes, "SalesOut is growing into a crucial information source for which the industry has waited so long. It is invaluable to those running any marketing activity in the independent sector such as MSYS."

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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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