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SALESOUT EXPANDS ACCOUNT MANAGEMENT TEAM

-SalesOut appoints two new managers to support rapidly growing business and expanding data pool-

09 September, 09: SalesOut, the provider of actionable insights to the FMCG industry, today announces that it has expanded its account management team to support the recent growth of the business.

The insight company has appointed Rodger Seaman as a Senior Account Manager and Kelly Petts as an Account Manager.

Seaman, formerly sales manager at Pets' Kitchen, the natural dog and pet food company, has 29 years experience in the profitable sale of FMCG products to all multiple accounts, specialising in Sainsbury's, Tesco and Waitrose. Seaman has a strong track record of managing sales personnel, creating and developing new business opportunities and achieving profitable growth at companies including Lyons Seafoods, Rachel's Organic and Allied Bakeries.

Seaman comments, "This is a very exciting opportunity and I am looking forward to applying my expertise to SalesOut's expanding customer base. The recent growth of the company makes this a very exciting time to be joining the team and I am looking forward to helping my customers to remain profitable by identifying sales opportunities in the convenience retail and wholesale markets."

Petts was previously an account manager for a software distributor at Man and Machine Limited, and has held various positions at FMCG supplier and Field Marketing companies including account manager, customer service representative and sales development representative.

Petts comments, "I am very pleased to be working for SalesOut, and I am looking forward to utilising my skills and experience within this new role. SalesOut is an interesting company and is continuing to grow, I am looking forward to building a lot of successful relationships with new and existing customers in the FMCG industry."

Marcus Vallance, CEO of SalesOut, says "Our business is rapidly expanding as the value of

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insight data is more widely recognised by our wholesaler partners, which is great news for SalesOut and presents a huge sales opportunity for FMCG suppliers, convenience stores and catering outlets, many of whom are starting to benefit from this invaluable insight.”

Vallance continues, “As a consequence of the recent growth of the business and our new expansion plans, it was imperative that we had the right people in place to manage this and support the business. We are delighted to welcome Rodger and Kelly to the account management team and we are confident that they will be an invaluable addition to the business.”

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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