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SALESOUT ANNOUNCES DATA CONTRACT WITH 3663

-3663 shares data with SalesOut to understand business performance, target sales opportunities and improve supplier relationships-

02 February 2010: SalesOut, the provider of actionable insights to the FMCG industry, today announces that 3663 has joined its data sharing programme to gain insight into the performance of the business, identify sales opportunities and improve the quality of its supplier relationships. The SalesOut system is currently being used by the 3663 trading team, with plans to roll this out further to trade marketing and field sales. 3663 is talking to suppliers about how the system could enhance their relationship with 3663 and their foodservice customers.

3663 is the UK's leading foodservice company, with 22,000 customers in Business & Industry, Education, Healthcare, Hotels & Restaurants, Pubs & Bars and Travel & Leisure.

Andrew Roberts, Buying & Free Trade Marketing Director at 3663, comments, "In the tough current trading climate, it is important for any business to ensure that its strategies are derived from a clear analysis of its current position, and that any future state vision has, at its core, a thorough understanding of market dynamics and other influences – be they environmental, customer or competitor-led. SalesOut is the most accurate measure of the success of our business, allowing us to track sales in real-time and with a comparison to the market as a whole. There is a lot of data on the market, and we are delighted that our valued suppliers can now see the true performance of their products within our business."

Roberts continues, "SalesOut has turned our raw data into actionable insights, which means that we can quickly deploy our resources according to where the greatest sales opportunities lie. The value of the system is phenomenal, and we are speaking to our suppliers about the mutual benefits of sharing these insights to maximise the efficiency of our sales and marketing activities, and to achieve sales, trade marketing, brand and category management objectives."

Steve Collins, commercial director at SalesOut, comments, "Through the strategic alliance with 3663, SalesOut has grown its view of the foodservice marketplace and can continue to deliver accurate information on the latest trends in the industry. The availability of accurate and up-to-date information is critical to maximising sales in the foodservice industry, and we

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are helping 3663 to derive the greatest business value from the system for its own business and its suppliers.”

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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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