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SALESOUT FURTHER EXPANDS ACCOUNT MANAGEMENT TEAM

-SalesOut appoints new Account Manager to support existing customers and develop new data solutions for increased customer profitability and investment-

16 March 2010: SalesOut, the provider of actionable insights to the FMCG industry, today announces that it has expanded its account management team with the welcome addition of Fiona O'Connor as Account Manager. O'Connor will support SalesOut's customers as they leverage new insights from the SalesOut database, to improve their understanding of business performance and market trends and offer a new service to customers and suppliers. She will also develop new services to enhance SalesOut's offering to its wholesale and foodservice customers.

O'Connor, formerly a commercial manager for foodservice at Jenks Food Brokers, has 14 years experience in sales and marketing in the grocery shipment industry. She has a proven record of identifying business opportunities and converting them into commercial success, and in leading teams to achieve personal goals and contribute to wider corporate objectives. Prior to Jenks Food Brokers, O'Connor held positions at Kerry Ingredients, Kerry Foodservice, Concept Foods and WPL Limited.

In her new role, O'Connor will work closely with SalesOut's customers to help them develop their use of SalesOut's insight products and offer this out to their suppliers. She will be responsible for creating new contacts with existing customers, developing customer relationships and supporting the Delivery Team as they continue to expand SalesOut's customer base. O'Connor will also work closely with the Product Manager to identify and develop new functionality within SalesOut's products and enhance the "actionable insight" experience.

O'Connor comments, "This is an exciting time to be joining SalesOut, given the recent expansion of the business and its ongoing success with some of the biggest names in the wholesale and foodservice industry. I'm really looking forward to using my sales and marketing experience to deliver SalesOut's vital services to this sector, bestowing a whole new level of business and industry insight to our customers."

Marcus Vallance, CEO of SalesOut, says "SalesOut is going from strength to strength, and the value of the insights that we provide is increasing as we continue to develop our

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services. Fiona has a lot of great experience and relationships in the FMCG market, and her ability to deliver new customers to this thriving business will be a key asset as we look to move the company ever forward. With more customers coming on board, it is crucial that we have experienced people in the right places, and to that end, we are delighted to welcome Fiona to the team.”

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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