

FINAL APPROVED

SALESOUT APPOINTS FOODSERVICE ACCOUNTS MANAGER

-SalesOut enlists foodservice and out-of-home expertise at operational level to manage customer and service development-

23 March 2010: SalesOut, the provider of actionable insights to the FMCG industry, today announces the appointment of Andrew Linehan as Account Manager – Foodservice Division to support its foodservice and out-of-home channel. Linehan is working with existing customers Booker and 3663 to help them maximise the value of their shipment data, as well as the UK's largest food brands to help them identify and target sales opportunities in the catering sector. Linehan will be working closely with the Client Data team to develop new insight services, to satisfy longstanding demand for valuable insights in this industry.

Linehan has 20 years solid experience in market research and insight generation in the foodservice and out-of-home industries. Prior to SalesOut, Linehan was Senior Client Manager at Nielsen. He has also spent 13 years working for Premier Foods, the UK's largest food producer.

Linehan comments, "The foodservice and out-of-home industries have always lacked data, unlike the retail industry where a mass of agencies provide regular business and market intelligence, facilitating informed decision-making and rapid business development. With SalesOut, companies like Booker and 3663 can close the gap, helping them and their supply partners gain a real understanding of how their business is performing in addition to broader market trends, unlocking huge opportunities for gaining efficiencies and ramping up sales and manufacturer investment."

Linehan is a former chair of the Food & Drink Federation's Out Of Home Group data working party. Of his time chairing the Group's discussions on industry issues, Linehan says, "There is a clear desire from the UK's manufacturers to understand what is happening in the foodservice and out-of-home industries. Given the lack of data available, I made a pledge to develop these solutions and SalesOut has enabled me to continue on this mission." Linehan continues, "SalesOut has the motivation, enthusiasm and desire to develop its business in the foodservice and out-of-home sectors. Critically, this is driven through user needs."

Marcus Vallance, CEO of SalesOut, says, "There is a perfect match between SalesOut's recent success and current direction, and Andrew's experience and personal motivations.

FINAL APPROVED

He is a major asset to the business and we are delighted to welcome him 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.

For further information, contact:

Clare Granville / Max Deeley

itpr

t. +44 (0)1932 57 88 00

f. +44 (0)1932 57 88 01

www.itpr.co.uk

clareg@itpr.co.uk / maxd@itpr.co.uk