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SALESOUT LAUNCHES FIRST MARKETING SOLUTION OF ITS KIND IN THE WHOLESALE CHANNEL

-‘SmartCash’ helps FMCG manufacturers to fill gaps in the catering and independent marketplace, with targeted promotions and online visibility of ROI-

18 May 2010: SalesOut, the provider of actionable insights to the FMCG industry, today announces the launch of ‘SmartCash’ – an efficient, online promotional management tool to help FMCG manufacturers target non-buyers in the catering and independent sectors.

SmartCash is the first direct marketing solution of its kind in the wholesale channel. Developed by SalesOut in partnership with its wholesale and foodservice customers, and currently used by Booker, it helps manufacturers to quickly identify gaps in their distribution to catering outlets and independent retailers. The outlet is sent a direct mail with several products that they are not currently purchasing and their offers, similar to a retailer loyalty card scheme.

SmartCash supports SalesOut’s objective to create real actionable insight. It highlights the biggest sales opportunities, and calculates the size of prize and return on investment which can be tracked throughout the life of the promotion. Offers are created, submitted and tracked online, giving real-time visibility of promotional effectiveness and market penetration.

Marcus Vallance, CEO of SalesOut, comments, “The toughest part of trading well in the convenience sector is understanding the route to market and having the ability to place brands in the right outlets. SmartCash shows exactly where to target marketing resource, and helps to create personalised offers through a wholesale partner. The real success comes when that product continues to be purchased over time.”

Vallance continues, “This could well be the beginning of an industry-wide transformation. It’s good to buy data because it reveals what is happening in the marketplace, but then something needs to be done with it. A significant proportion of the annual trade budget is spent on promoting products to the independent retail and catering sectors, but much of this spend could be better targeted at filling gaps in distribution in quality outlets. SmartCash helps turn data and business intelligence into highly profitable actions, which is a very resonant message in today’s economic climate.”

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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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