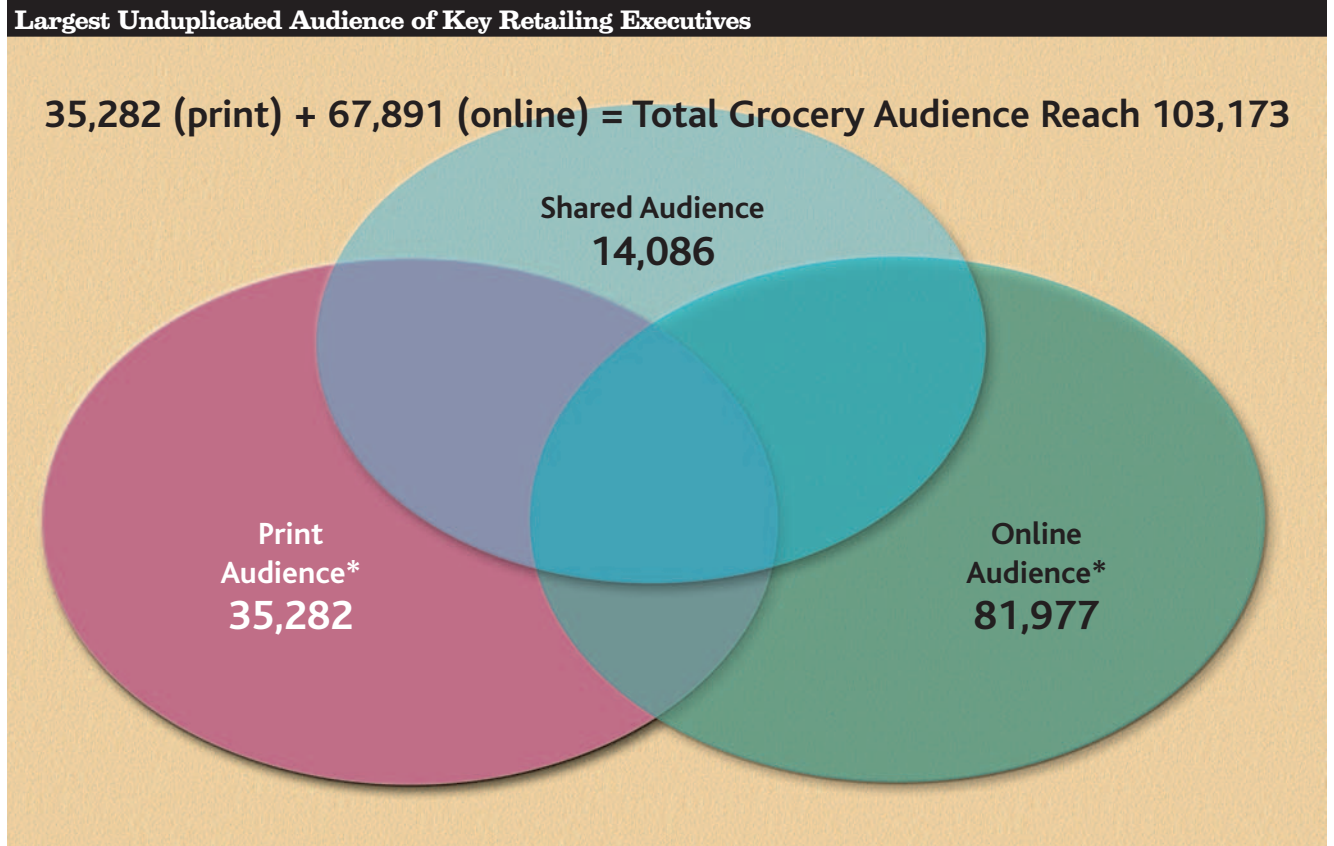


Progressive Grocer Online

PG delivers the information that readers want in the format they desire



*Source: June 2009 BPA statement (35,282), web site average unique visitors July –September 2009 (65,261), September 2009 opt-in subscriber audience for daily newsletter(16,716)

This section displays three different formats of Progressive Grocer content. On the left is the 'Print Magazine' cover, featuring a red apple with a saw blade cutting through it and the headline 'RECESSION PLANNING'. In the center is the 'Digital Edition' showing a 'From the Editor' section with the headline 'Ringing in Value'. On the right is the 'Daily e-Newsletter' with the headline 'THE LOWEST BEER IN THE WORLD' and '50 CENTS'. A large blue arrow points from the right towards the print magazine.

Format	Subscribers
Print Magazine	35,282 Subscribers
Digital Edition	36,180 Subscribers
Daily e-Newsletter	16,716 Subscribers

Print

Senior Executives Spend More Time Online Seeking Industry Information

Online Usage Continues to Grow

The creation of the Internet and the access to information that it now provides have had a tremendous impact on the way the grocery HQ executives access data.

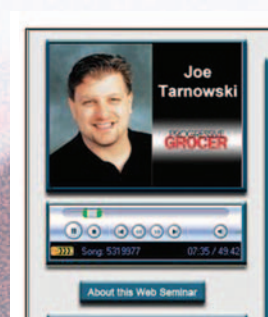
According to a 2009 research study conducted for Progressive Grocer, managers at large firms are spending more time online conducting business:

- Compared to 2-3 years ago, 77% of PG's audience is going online more often for grocery industry news
- 99% of all managers at larger firms are going online for business purposes (this figure doesn't include e-mail usage), with the average manager online 8 times per day
- Overall, the PG subscriber spends 3.9 hours online each working day for business
- Now that news is so accessible online, 39% now spend less time reading industry trade magazines for news content

Sources for Industry Information

	News/ Analysis 2008	Best Practices 2008	Research/Industry Benchmarks 2008
Web sites	63%	48%	54%
Magazines	60%	55%	54%
e-Newsletters	60%	48%	46%
Newspapers	40%	18%	20%
Conferences & Trade Shows	28%	32%	27%
Information Services	16%	13%	18%

Source: 2008 Information Needs Study, Preston/Rogers Associates



Five Monthly e-Newsletters
13,000-21,000 Subscribers

Web Site
65,261 Uniques

Webcast

Online

Source: 2008 Information Need Study, Preston/Rogers Associates

Digital Edition

Once the print edition of *Progressive Grocer* is completed, we take the entire issue — ads and all — and create a digital edition of the publication using the cutting-edge technology of industry leader Nxtbook.

The issue, along with your advertising message, is delivered free of charge to over 36,000 industry executives in the following types of businesses: supermarket, convenience, drug, specialty food and beverage, as well as industry wholesalers and food manufacturers.

While advertising in the print edition is delivered to this audience at no charge, we also offer a variety of enhancements to bring your creative message in the digital edition to life.

The enhancements are:

Sponsorship

Sponsorship includes full page opposite front cover, your logo positioned within the tool bar and exposure on launch page. As part of this fee, you will receive one of the enhancements shown below.

Video enhancement

Link a commercial or other video to enhance your ad

Ad Jolt

Add flash animation to your ad which “Jolts” your print ad into a more interactive experience for the reader. As part of this fee, Nxtbook’s team of digital creative experts will add Flash animation to your creative unit. Nxtbook has full creative control during this process with no revisions allowed. If you would like custom creative, please call for a quote.

AdGen

A Flash icon is placed on your ad and turns it into a lead generation form. The reader completes the form, and it is sent to the advertiser via e-mail.

Digital Inserts

Advertisers who run at least a spread in the print edition can run a “digital-only insert” in the month in which their print ad appeared. Digital pages run at a cost of \$1,000 net each with a maximum of 8 additional pages and must run in increments of two. Enhancements are additional and priced as above.

If you would like to view a sample, go to www.progressivegrocer.com/digitaledition



Daily Newsletter

Subscriber Data

C-Suite (Chmn, CEO, COO, CFO, Pres)	21%
VP, SVP, EVP	17%
Director, GM	13%
Buyer, Cat. Mgr., Merch. Manager	22%
Other HQ titles	5%
Store Management	15%
All Others	7%

Store Type

Grocery Chain	77%
Mass Merchant	13%
Other	10%

88% of Retail Subscribers involved in Supplier Selection

Source: 2009 New Decision Makers in Grocery, Akel & associates

Newsletter Metrics

Opt-in subscribers	16,716
Do Not Receive Print Edition	60%
Open rate	28%
Click-through rate	9%
# Times Online per Day (excluding e-mail)	8.2
Time Spent Online per Day for Business (work and home)	3.75 hrs.

Monthly Trend Alert Newsletters

Every month *Progressive Grocer* editors provide detailed information on five different industry topics in our Trend Alert newsletters. The newsletters provide our opt-in readers with industry news, trends, product information and more on the following topics:

TECHNOLOGY – Monthly coverage will put the latest technology developments in perspective and will include consumer-facing tech, in-store systems, supply chain, online retailing, data analysis and more.

HEALTH, BEAUTY & WELLNESS – The latest research, key product and consumer trends, and retail best practices in organic and natural foods, sustainability issues, food ingredients, merchandising and marketing tactics, and more.

CENTER STORE – The product innovation and consumer demand trends that matter most; retail best practices, and the latest research and insights, all with an eye toward what's coming next in dry grocery, frozen foods, grocery nonfood, dairy and more.

FRESH FOODS – The most important developments in product innovation, consumer trends, merchandising best practices, supply chain efficiencies and safety, packaging, and the research and insights that only *Progressive Grocer* can provide.

FOOD SERVICE – This newsletter will keep industry professionals abreast of need-to-know news in menu development trends, food safety, cutting-edge design, and, of equal importance, the equipment to support it all.



Web site

Retail Visitor Data

C-Suite (Chmn, CEO, COO, CFO, Pres)	23%
VP, SVP, EVP	10%
Director, GM	15%
Buyer, Cat. Mgr, Merch. Manager	20%
Other HQ titles	5%
Store Management	19%
All Others	8%

Store Type

Grocery Chain	78%
Mass Merchant	11%
Other	11%

89% involved in firms' supplier selection

Source: 2009 New Decision Makers in Grocery, Akel & associates

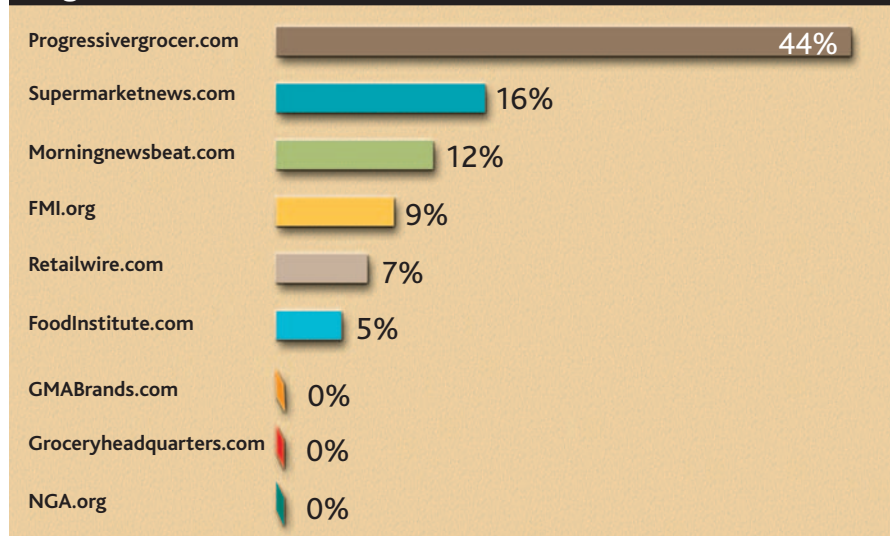
Web site Metrics

Page Impressions	166,841
Unique Browsers	65,261
User Sessions	92,677
Average Length of Visit	2:10
Average Page Impressions per Visit	2
Do Not Receive Print Edition	89%
# times Online per Day (excluding e-mail)	8.5
Time Spent Online per Day for Business (work and home)	3.75 hrs.

Source: Site Census - July-Sept 2009, 2009 New Decision Makers in Grocery, Akel & Associates



Progressive Grocer is the most Preferred web site of Senior Executives



Source: 2008 Information Needs Survey, Preston/Rogers Associates

Progressive Grocer's Other Online Products

Custom Newsletters

Progressive Grocer will design, write and distribute an exclusive newsletter that we will then distribute to our opt-in e-mail database. The newsletter can include editorial that has run previously in *Progressive Grocer*, as well as retail and consumer trends from Nielsen, and custom editorial on your company and products. Your local sales rep can provide you with the details you need.



e-Postcards

Progressive Grocer's e-postcards are a powerful tool that allow you to deliver your message to a select group of *PG's* online subscribers. You provide us with your creative, and the postcard will help you break through the clutter to educate decision-makers about your products and services and drive sales.



Progressive Grocer sends 5,000 e-postcards to a qualified audience of industry executives who have opted in to receive the *PG* e-newsletters, and you can select this audience by a number of criteria.

Virtual Trade Symposium

Have you ever wondered what it would be like if you could host your own industry trade show? This opportunity now exists with *Progressive Grocer's* Virtual Trade Symposium. Like an industry trade show, the virtual trade symposium is an online industry event where you can exchange ideas with your customers and prospects, showcase your state-of-the-art

products and services, and deliver online presentations and discussions.

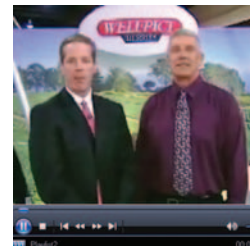


Once an attendee completes the free online registration process, he or she is invited to visit interactive booths, listen to keynote presentations, participate in panel discussions and access industry information — all focused on your company.

The Virtual Trade Symposium is a great way for you to reach your customers and prospects across the globe in an interactive, on-demand environment. In addition, it's a great source of information for your employees, vendor partners and others. Your Virtual Trade Symposium will launch live on a particular date, and we will handle all aspects of the online event. Contact your local sales rep for further details and a customized proposal.

'Live From' Videocasts

'Live From' Videocasts are a great way for you to maximize your trade show investment by taking your booth to a wider industry audience beyond just those individuals who walked the show floor.



Our streaming media team will work with you to create a plug-and-play custom video presentation that will be videotaped "live" in your booth at the show. Once we've shot the video, we'll edit it, host it and promote it during and after the show. We'll even provide you with a copy of the master CD for use in your own marketing efforts.

The video is hosted on an interactive player on the Web that allows users to:

- Click to your Web site
- Request more information on your company via e-mail
- Download your product literature

Webcasts

Progressive Grocer's Web seminars are a cost-effective way for a manufacturer to feature your advertising message in a relevant editorial environment, as well as being a great lead-generation tool. Our Web seminars are delivered as a 45-minute interactive digital presentation that uses streamed audio with a synchronized PowerPoint presentation. The combination of audio and video can be far more powerful than just the written word, and as the sponsor, you are provided with a seven-minute speaking slot within the seminar to position your company.

Progressive Grocer's editors, along with our streaming media team, work with you to create a topic that's relevant for the audience, and handle all aspects of the webcast. This includes pre-event marketing, registering attendees, retaining speakers and coordinating the Web seminar, as well as creating content and hosting the event. Efforts can be coordinated from the comfort of your office, as no travel is required.

Best of all, you can gather sales leads, since each attendee is required to register for the event, and we can also poll the audience for additional information during the seminar. Your company is recognized as a sponsor during all marketing efforts, and the Web seminar will remain up on our site for an additional 90 days.

The image displays three screenshots of Progressive Grocer webcast interfaces, illustrating the user experience during a seminar.

Top Left Screenshot: Shows a speaker profile for Elliot Markowitz. The main content area features the Progressive Grocer logo and the title "The Shopper Experience: Practices For Improving Shopability And Driving Sales". Navigation controls include "Enlarge Slides" and "Download Slides".

Top Right Screenshot: Titled "Questions & Answers", it features three speaker profiles: Joseph Tarnowski, Ted Taft, and Melinda Hurley. Ted Taft is identified as Managing Director at Meridian Consulting, and Melinda Hurley is Director of Shopper Insight, Customer and Shopper Trends at Kraft. A Kraft logo is visible at the bottom.

Bottom Screenshot: Titled "What to Buy?", it features a speaker profile for Joe Tarnowski. The main content area lists key points:

- Fulfilling a need
- Products that meet this need often reside in different departments within the store.
 - Ex. Sandwich
 - Ham: Meat Department
 - Bread: Bakery
 - Cheese: Dairy
 - Mayonnaise: Grocery
- Decisions influenced by multiple dynamics
 - Social and professional status
 - Marketing exposure
 - In-store advertising

A sandwich illustration is shown next to the list. The interface includes a Nielsen logo and navigation buttons for "Enlarge Slides", "Download Slides", and "Help".

Webcast Calendar

January: Dueling Brands: This session will examine how well-recognized national brands continue to be important and how retailers can strike the right mix of private label and branded products within their stores.

February: Price and Promotion Optimization: What was once a secret magic box is now a well-known viable technology solution for retailers willing to put in the legwork to set it up. This webcast will feature retailers who are successfully using such systems and cover the benefits each receives from them.

March: New Directions in Packaging Applications: Product packaging indisputably remains the simplest — yet most powerful — means of advancing a brand's in-store presence and overall perception with consumers. The session will take a look at innovative concepts and solutions that address the increasingly sophisticated demands and needs of today's consumers and supermarket operators.

April: Software-as-a-Service: A look at the benefits and challenges presented by Web-based applications.

May: Progressive Grocer's Annual Report Of the Grocery Industry

June: Capturing Higher Rings 'Round the Perimeter: Retailers and brand managers need all the information they can get to attract consumers' attention and drive product sales. Session highlights will focus on emerging categories, nutrition labeling programs, and how to reach home cooks in new ways, among others.

July: Deli-Bakery Operations Review: Supermarket bakery executives will share their views about the key challenges and opportunities confronting the department, including profitability vs. escalating wholesale prices, labor and training, product trends and more.

August: Self-service Automation: How retailers are using self-service as good customer service, including self-checkout machines, in-store information and ordering systems, and eScript systems.

September: Reimagining the Center Store: Forward-looking grocers, manufacturers and industry observers share insights on what they're doing right now to reinvent the center stores and what innovations they will be rolling out to help drive sales in the grocery section.

October: Emerging Consumer Segments of the 21st Century: Retailers continue to respond to affluent consumer groups and other emerging segments like Hispanic consumers, but what about other emerging ethnic segments such as Asian, Arab and African, and last but certainly not least, the baby boomers?

November: Produce Operations Review: Based on *Progressive Grocer's* exclusive retail research and analysis of the state of the retail produce business. The session will recap the study highlights, and delve deeper into critical issues such as traceability, labeling, sourcing, food safety, and product trends.

December: Evolving Category Management/ Consumer Marketing Practices: This webinar will look at next-generation Category Management platforms and will evaluate the advent of vastly improved data for perishables categories which have gone a long way in providing aggressive retailers with enhanced abilities to execute differentiation strategies.

