

**The Leading Provider of Promotional Data and Analytics**

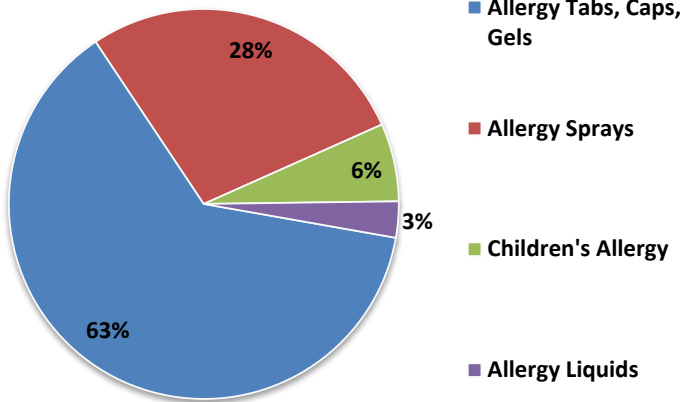
Source: Ad Comparisons

Time Period: Past 52 Weeks Ending: 01/30/2016

Month Time Period 2.1.15-1.30.16

US Retailers, Representative Markets

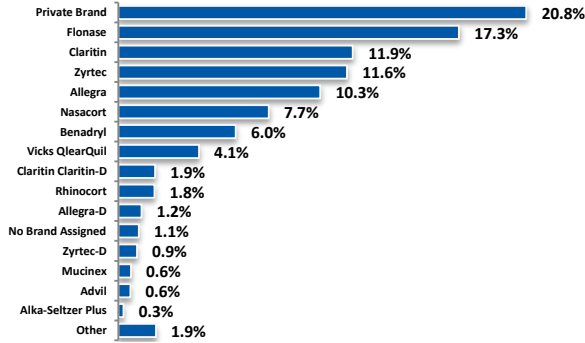
**Allergy Share of Allergy Promotions**



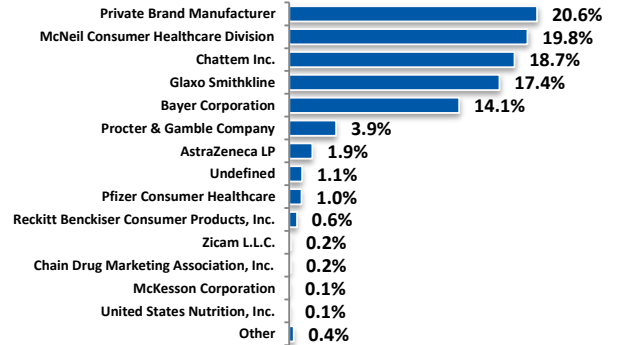
**Allergy Ad Counts at Key Retailers**

Retailer Name	Effective Count	Feature Count
CVS Caremark Corp.	294.5	610
Walgreens	249.3	679
Rite Aid	192.0	445
Giant Eagle	85.8	132
Meijer	50.6	88
Publix Super Markets	40.4	54
H.E.B.	39.4	47
Target Stores	38.9	46
Walmart-US	33.0	40
Dollar General	27.8	58
Hy-Vee Food Stores	27.4	34
Brookshire Brothers	24.2	31

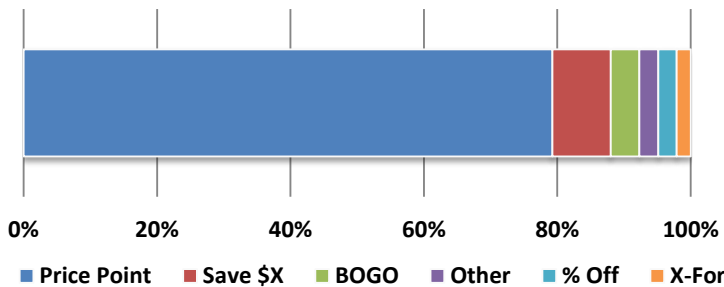
**Most Promoted Allergy Brands**



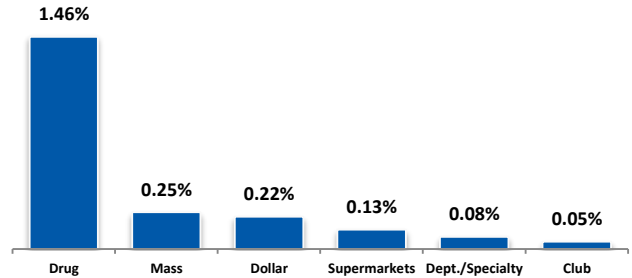
**Most Promoted Allergy Suppliers**



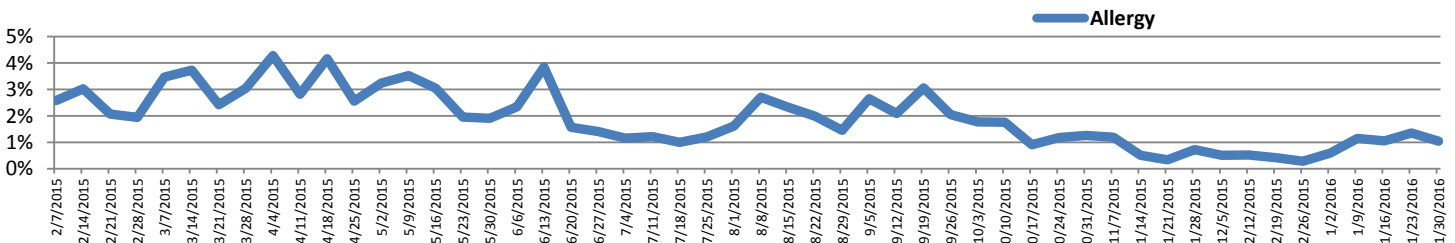
**Offer Type Share of Allergy Promotions**



**Allergy Share of Circular Voice by Channel**



**Allergy Share of 52 Week Promotional Support by Week**



Source: Ad Comparisons