

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

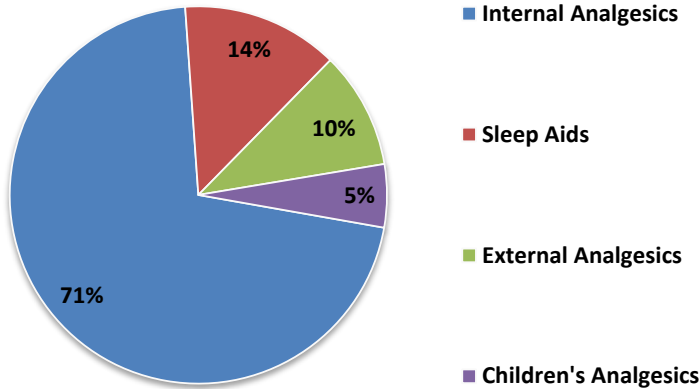
Source: Ad Comparisons

Time Period: Past 52 Weeks Ending: 02/06/2016

Month Time Period 2.8.15-2.6.16

US Retailers, Representative Markets

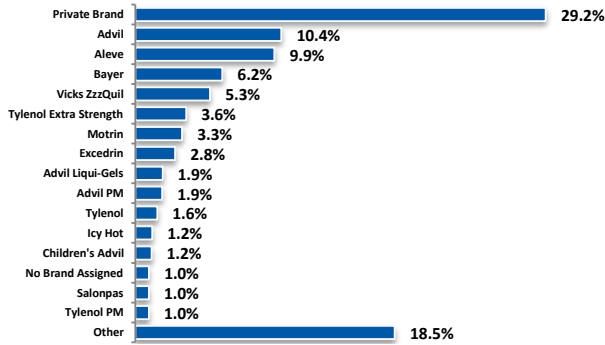
Share of Analgesics Promotions



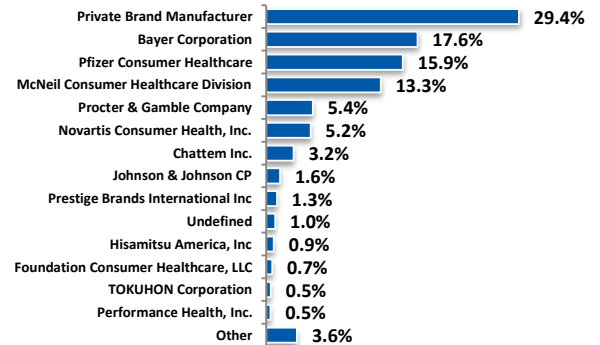
Analgesics Ad Counts at Key Retailers

Retailer Name	Effective Count	Feature Count
Walgreens	282.7	657
CVS Caremark Corp.	240.6	460
Rite Aid	223.5	745
Giant Eagle	83.5	129
Meijer	76.4	155
H.E.B.	54.5	70
Dollar General	45.6	93
Target Stores	41.8	56
Publix Super Markets	40.7	54
Brookshire Brothers	37.7	50
Winn Dixie	19.1	29
Kroger	17.7	22

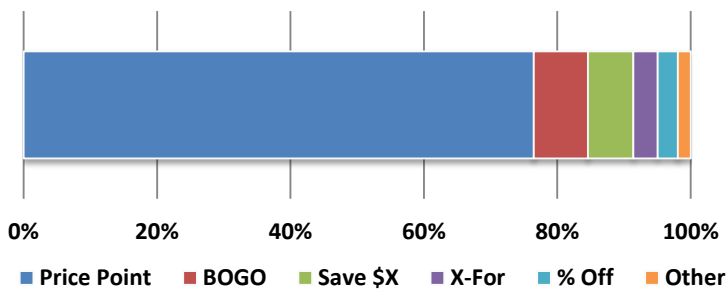
Most Promoted Analgesics Brands



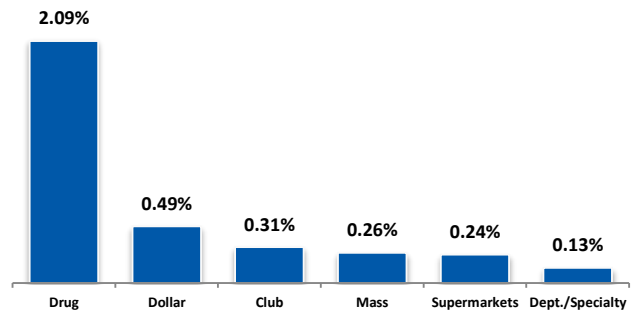
Most Promoted Analgesics Suppliers



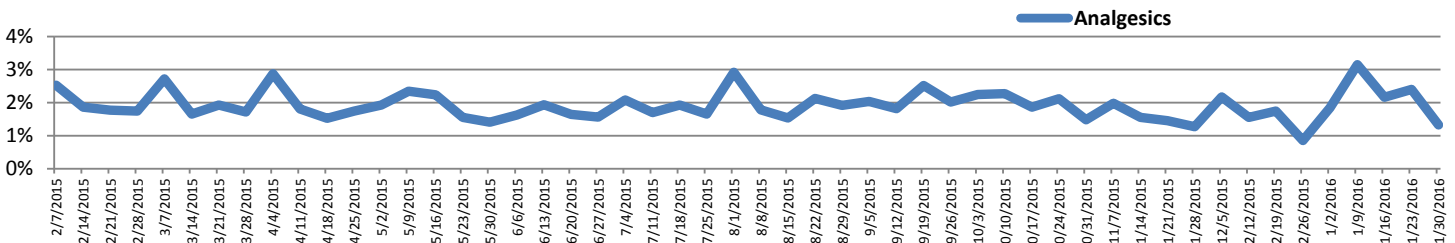
Offer Type Share of Analgesics Promotions



Analgesics Share of Circular Voice by Channel



Analgesics Share of 52 Week Promotional Support by Week



Source: Ad Comparisons