

The Leading Provider of Promotional Data and Analytics

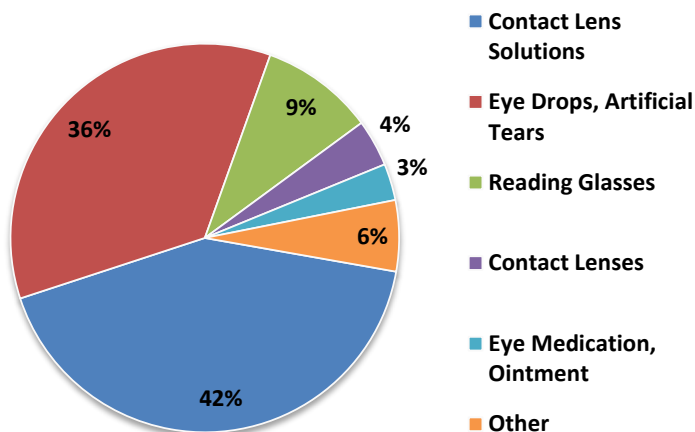
Source: Ad Comparisons

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

Month Time Period 2.8.15-2.6.16

US Retailers, Representative Markets

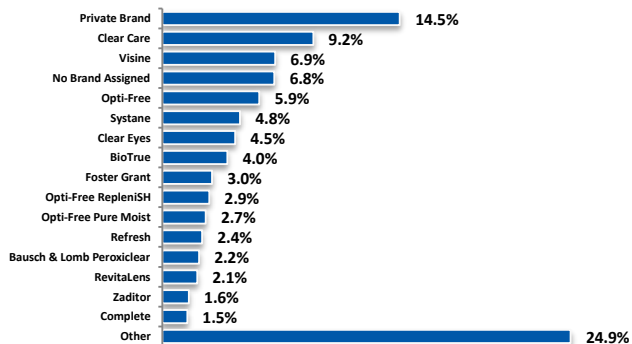
Share of Eye/Ear Care Promotions



Eye/Ear Care Ad Counts at Key Retailers

Retailer Name	Effective Count	Feature Count
Rite Aid	168.0	484
Walgreens	152.6	248
CVS Caremark Corp.	121.2	265
Target Stores	39.3	53
Meijer	21.1	32
H.E.B.	16.1	32
Walmart-US	15.0	15
Giant Eagle	11.7	20
Publix Super Markets	10.3	20
Dollar General	4.1	4
Safeway Stores	3.2	18
Hy-Vee Food Stores	3.1	8

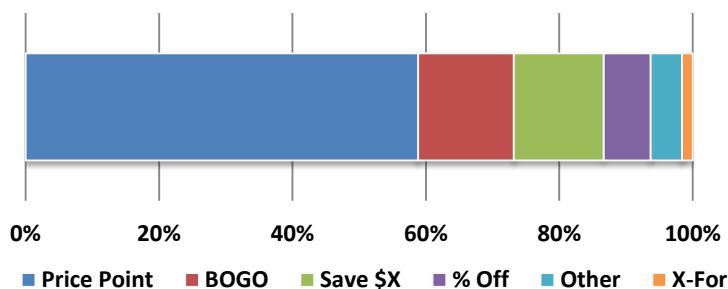
Most Promoted Eye/Ear Care Brands



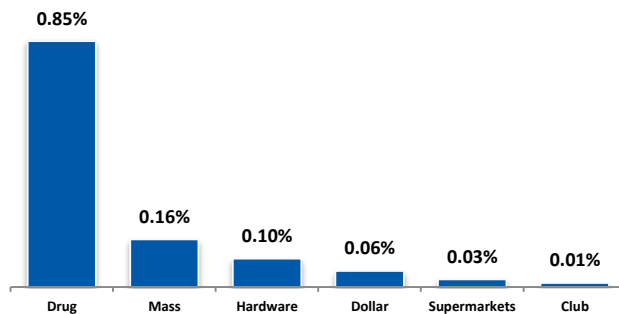
Most Promoted Eye/Ear Care Suppliers



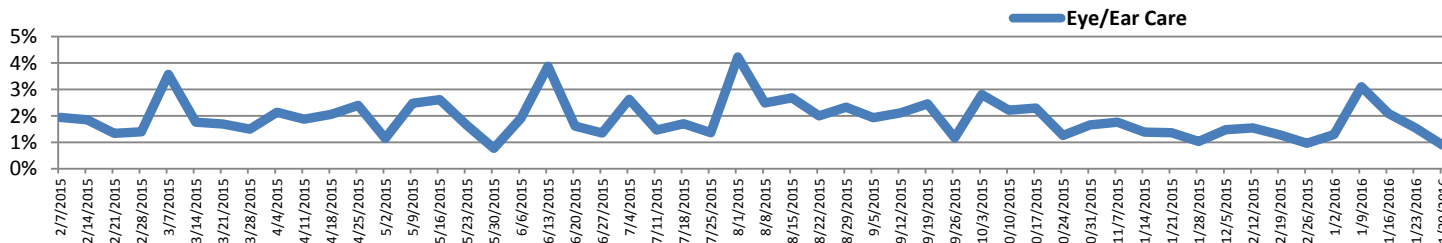
Offer Type Share of Eye/Ear Care Promotions



Eye/Ear Care Share of Circular Voice by Channel



Eye/Ear Care Share of 52 Week Promotional Support by Week



Source: Ad Comparisons