

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

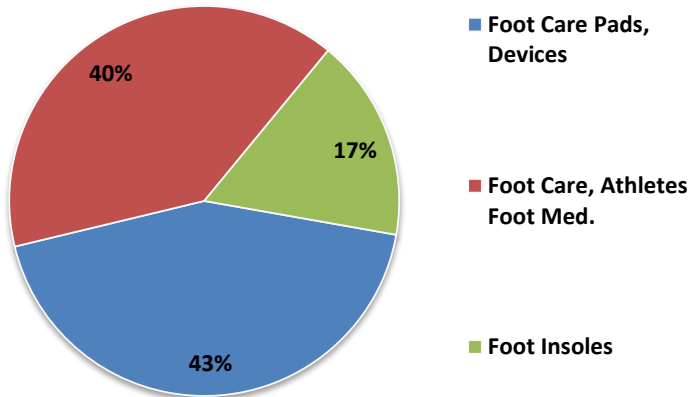
Source: Ad Comparisons

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

Month Time Period 2.8.15-2.6.16

US Retailers, Representative Markets

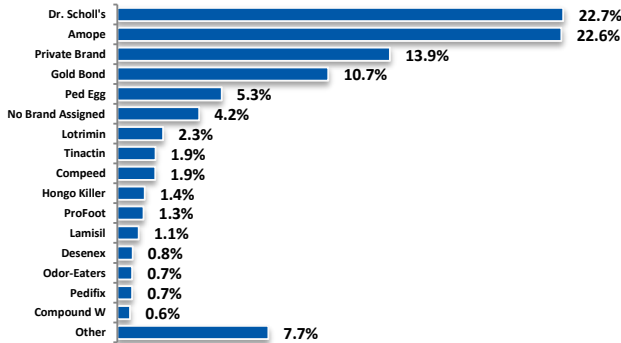
Share of Foot Care Promotions



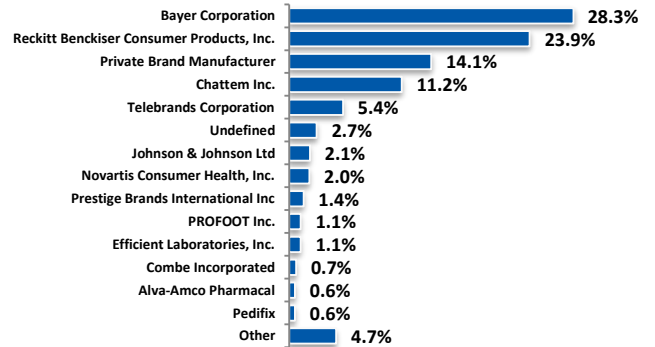
Foot Care Ad Counts at Key Retailers

Retailer Name	Effective Count	Feature Count
Rite Aid	90.9	178
Walgreens	72.7	116
CVS Caremark Corp.	72.0	153
Target Stores	16.4	24
Walmart-US	10.3	12
H.E.B.	9.5	14
Meijer	3.7	7
Giant Eagle	2.1	2
Brookshire Brothers	2.0	4
Dollar General	1.7	7
Ulta	1.1	1
Kroger	1.0	1

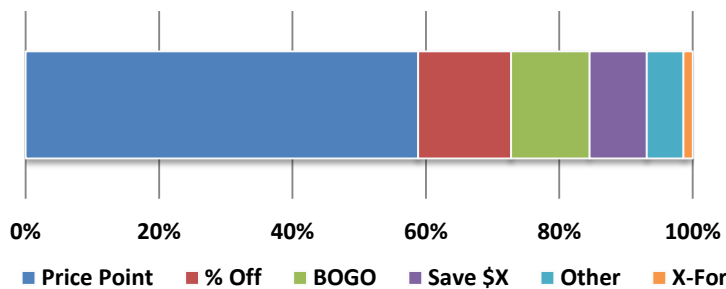
Most Promoted Foot Care Brands



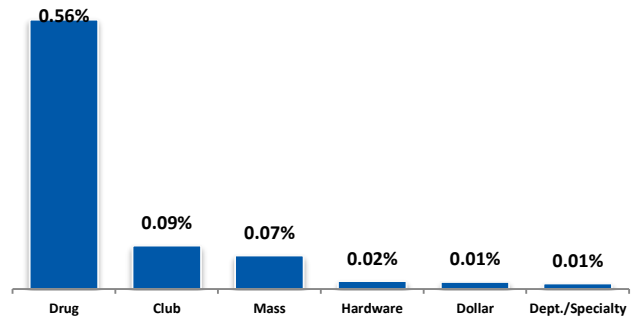
Most Promoted Foot Care Suppliers



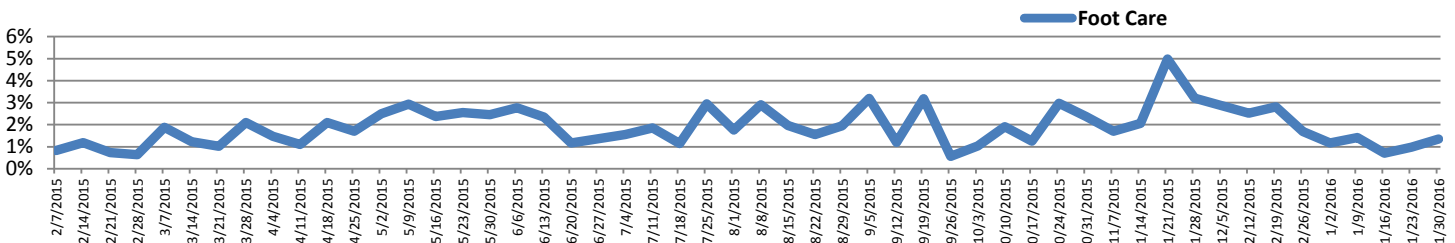
Offer Type Share of Foot Care Promotions



Foot Care Share of Circular Voice by Channel



Foot Care Share of 52 Week Promotional Support by Week



Source: Ad Comparisons