



IRI AND SHERIDANGLOBAL ANNOUNCE AN ALLIANCE TO ENHANCE THEIR INTEGRATED SHOPPER INSIGHTS CAPABILITY

BRACKNELL, UK – 20 April 2009 – Information Resources Inc (IRI), the leading global provider of consumer, shopper and market insights for the consumer packaged goods, retail, and healthcare industries and SheridanGlobal Group Ltd, the leading specialist shopper insights software development company, today announced they have signed a European alliance to strengthen their shopper insights and solutions service. From today IRI will be incorporating SheridanGlobal's solution known as '*Marketing at Retail Initiative*' (MARI) in their shopper insights services.

The IRI's Shopper Insights solutions suite offers a powerful range of expertise in qualitative and quantitative research, analysis and modelling, to provide pragmatic and actionable insight into shoppers' trip missions and journeys. Recommendations are supported and augmented by IRI's consultancy service, providing a unique and in-depth understanding of market trends, the FMCG industry and retailing.

"This alliance leverages our companies' respective strengths and enables us to enhance our service to clients as we roll out MARI in the UK and the other European countries during 2009," said Nigel Howlett, IRI's International President. "By harnessing SheridanGlobal's ClipCam technology to our shopper behaviour and insight expertise, we are now able to help clients optimise their promotional mix, refine their merchandising strategy, identify potential areas of growth and eliminate wasted allocation of precious resources.

MARI is a breakthrough behavioural shopper technique that incorporates the information captured by miniature camera which shoppers wear whilst on their regular shopping trip. The camera is connected to a small video recorder that allows analysts to view the shopping experience through the shopper's eyes. The videos and additional pre and post interview data are then analysed and automatically tabulated to identify key metrics of shopping behaviour. MARI was conceived by and is recommended by POPAI, the Global Association for Marketing at Retail.

Anthony Prior, SheridanGlobal's Chairman, said: "With the IRI alliance we will in the future be able to link our shopper behaviour observations with store sales from IRI. The MARI research service is the world's largest continuous syndicated qualitative research programme and is designed to provide an industry wide measurement standard for all forms of marketing targeted at retail and shopper behaviour".

MARI was launched in the UK and the USA in 2008 and in the Netherlands this year. These launch programmes have involved 10 retailers and thousands of shoppers. One of MARI's users, Nick Widdowson, Unilever UK's Merchandising Manager said: "We are looking forward to using the MARI research programme to help us gain an even deeper insight into consumer behaviour. We also expect the research to be of significant use to us as we look to maximise our sales by optimising display and space".

About IRI

IRI is the world's leading provider of consumer, shopper, and retail market information, insights and decision solutions to 95 percent of the FORTUNE Global 500 consumer packaged goods (CPG), healthcare and retail companies. Only IRI offers the unique combination of integrated market and shopper information, automated analytics and predictive insights, innovative technology, and domain expertise. With IRI, leading manufacturers and retailers are able to drive their growth by quickly discovering breakthrough

insights, making smarter decisions, taking faster actions across the enterprise, and achieving breakthrough results. Companies around the world depend on IRI for technology and solutions that enable brand building, successful new product launches, consumer-driven merchandising/retail execution and consumer and shopper relationship management. For additional information, visit www.infores.co.uk

About SheridanGlobal Group, Ltd.

SheridanGlobal is a UK based specialist research and software development company working in shopper behavior and retail research. SG's aim is to increase the effectiveness of store display and layout from the shopper perspective, ensuring that retailers, brands and shoppers are all in harmony in the retail environment. Using leading edge technologies focused on shopper behaviour SG has pioneered evaluation techniques for tracking shoppers in-store and recording what shoppers see and do. SheridanGlobal developed all the methodologies and technologies used in the MARI research project and has a dedicated data centre in Cape Town, SA. For additional information, visit www.sheridanglobal.com

About POPAI – The Global Association for Marketing at Retail

POPAI is the only non-profit association serving the global marketing at-retail industry. On its member's behalf, POPAI initiates strategic programs that positively impact the industry's direction and protect the industry from undue regulation. POPAI provides the industry with research, education and resources; plus the Outstanding Merchandising Awards (OMA) contest. The organization also facilitates an international dialogue and information exchange between its worldwide members. POPAI is developing an industry-wide system to assure the integration of Marketing at-Retail into the media mix during the initial planning stages. POPAI is also leading the industry in the area of digital signage and supporting media networks -- technology that has already opened up the market to hundreds of new creative ideas that promise to further stimulate growth. POPAI was founded in 1936 and has offices in over 19 countries. For additional information about POPAI, visit www.popai.com

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