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## News Release

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### **NIELSEN AND INSTILL ALIGN TO DELIVER FIRST-OF-ITS-KIND LOCATION INFORMATION MANAGEMENT AND INTELLIGENCE SOLUTION FOR THE FOODSERVICE INDUSTRY**

#### **Integrated Service Provides Foodservice Manufacturers with Clean, Consistent Data**

March 12, 2008, Wilton, CT and San Mateo, CA: The Nielsen Company today announced a strategic alliance with Instill Corporation, the leading provider of technology solutions and services in the \$58 billion foodservice industry, to integrate Nielsen's TDLinx Location Information Management (LIM®) services into Instill's Spend Intelligence solutions. A first-of-its-kind offering for the foodservice industry, the integrated service will help foodservice manufacturers improve sales with better visibility into location level activity, such as restaurants, cafeterias and bars, and identification of distribution opportunities by chain, channel and market.

Nielsen and Instill's combined service provides foodservice manufacturers with clean, consistently-coded data, enabling them to make faster, more knowledgeable business decisions.

"The foodservice industry is starving for actionable information, and those who have it will build a significant competitive advantage over those who don't," said Marianne Frasco, senior vice president, of strategic market development, The Nielsen Company. "This capability represents a major step for Nielsen to create value for this critical, yet rather underserved sector."

Instill's Spend Intelligence solutions, which combine on-demand sales analytics with standardized and enriched product data, will use Nielsen's TDLinx LIM services to cleanse, code and align location information. This newly-unified sales intelligence enables manufacturers to optimize their marketing investment, improve sales targeting, spend trade dollars more efficiently and simplify collaboration with their distributors and operators.



With Nielsen's unique location identifiers and industry-accepted chain definitions, foodservice manufacturers can outsource the day-to-day maintenance of internal customer files, facilitate data integration and communicate with their distributors and operators in a seamless manner.

"Nielsen's unparalleled TDLinX LIM services and the extensiveness of their location information, combined with Instill's market-leading Spend Intelligence solutions, create a rich data foundation for the foodservice industry," said Mike DeVries, CEO, Instill. "Instill's customers will now have both enriched product and location data upon which to base their strategic business decisions."

"We search for key partners as we enter new industries," said Frasco. "As a leading provider of Spend Intelligence solutions for the foodservice industry, Instill provides a perfect fit for the operational benefits of Nielsen's MDM services."

### **About Instill Corporation**

For more than a decade, Instill has been helping customers build enterprise value by applying innovative technology and industry expertise to address the unique challenges facing foodservice companies. Instill is focused on providing spend intelligence solutions for the foodservice industry, providing a proven, comprehensive set of solutions for leading companies such as Independent Purchasing Cooperative (IPC) for SUBWAY®, Hardee's, Darden Restaurants, International Dairy Queen, Inc., Nathan's Famous, YUM! Brands, Inc., United Foodservice Purchasing Cooperative (UFPC) and Unified Purchasing Group of Canada (UPGC), Sodexo, ConAgra Foods and General Mills. Instill is headquartered in San Mateo, California. For more information, contact Instill at 1-888-INSTILL (1-888-467-8455) or visit [www.instill.com](http://www.instill.com).

### **About The Nielsen Company**

The Nielsen Company is a global information and media company with leading market positions in marketing information (ACNielsen), media information (Nielsen Media Research), online intelligence (NetRatings and BuzzMetrics), mobile measurement, trade shows and business publications (Billboard, The Hollywood Reporter, Adweek). The privately held company is active in more than 100 countries, with headquarters in Haarlem, the Netherlands, and New York, USA. For more information, please visit, [www.nielsen.com](http://www.nielsen.com).

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