MARKET ANALYTICS PLATFORM





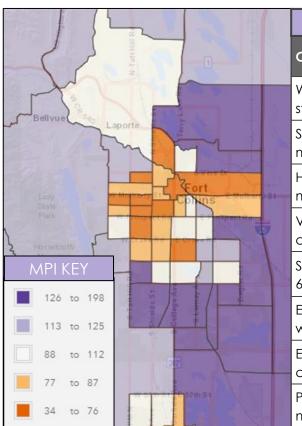
TOOLBOX: PICK WHICH SPECIFIC TOOLS YOU NEED

SOLUTIONS MOLDED ON A CASE-BY-CASE BASIS



The toolbox is an "a la carte" offering, an affordable platform to gain access to higher end analytics at a reasonable price point.

- Ideal for clients who don't require the full suite of information in the full module
- Easily customized for clients with specific research needs



FORT COLLINS MSA MARKET POTENTIAL		
Consumer Behavior	Expected # of Adults	AVG MPI
Went to family restaurant or steak house in last 6 months	223,924	104
Shopped at Target in last 3 months	113,559	114
Had vehicle tune-up in last 12 months	74,793	105
Vehicle serviced by auto repair chain store	54,819	119
Shopped at grocery store in last 6 months: Whole Foods Market	30,155	111
Exercise at club 2+ times per week	49,625	120
Exercise at other facility (not club) 2+ times	30,538	124
Participated in yoga in last 12 months	28,275	121

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