

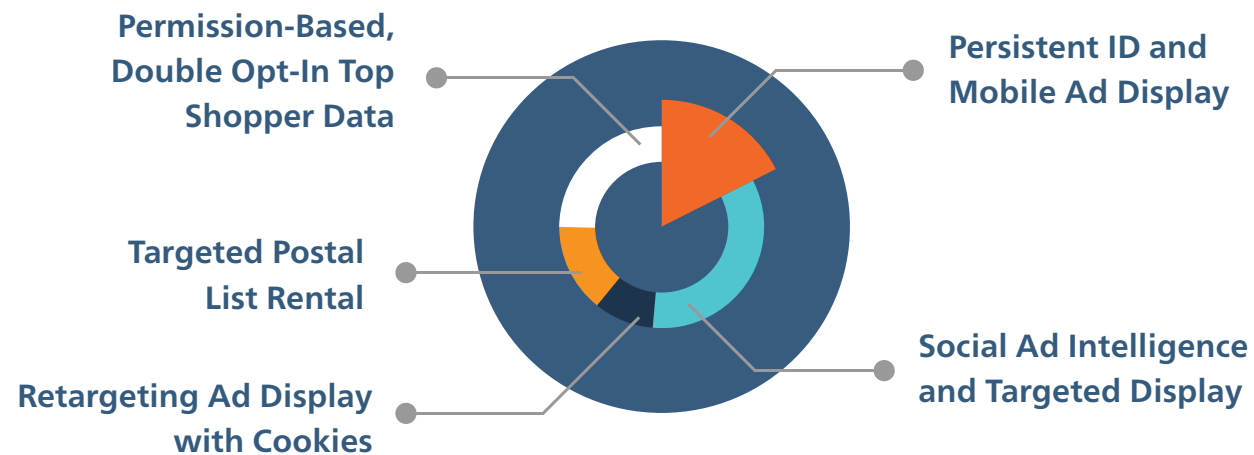
MAXIM

— MEDIA GROUP —



Top Shopper Marketing Data Experts

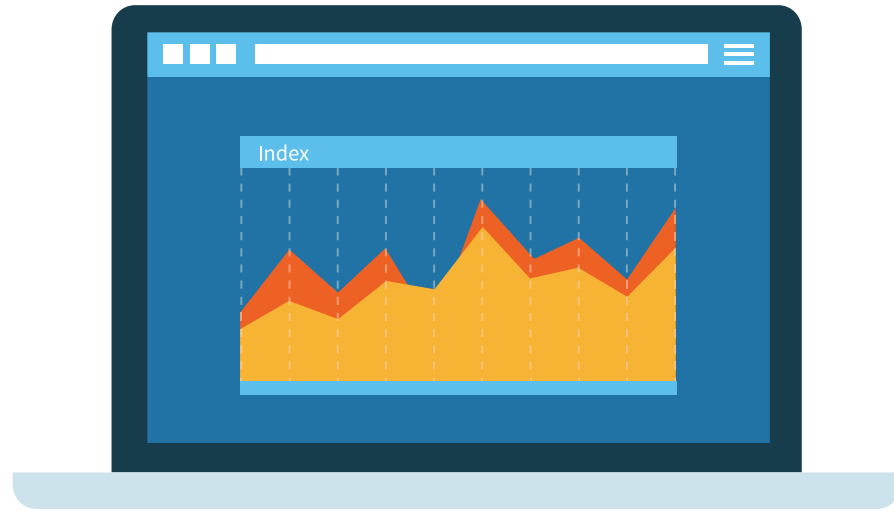
**TURN ON THE POWER OF
YOUR MARKETING BUDGET WITH
MAXIM MEDIA'S PRODUCTS**



Maxim Media Group is a full-service, online media solutions company established in 2004, and acquired by Take 5 Media Group in August 2012.

Maxim Media Group has created a unique Top Shopper Marketing email database built and developed with self-reported surveys allowing our advertisers to effectively market their CPG products to a highly-responsive audience turning consumers into shoppers and shoppers into buyers!





Maxim Media has identified up to 150 different behavioral and psychographic attributes on all of the consumers within our mobile and email database, including: age, income, music interests, active nightlife, travel, and more. Knowing these attributes allows us to market to those consumers that specifically meet your client's target market.

Maxim Media currently acts as the primary source for email list rental, postal list rental, Ad Display, and data licensing for a large number of Fortune 1000 Companies.

Our data is completely self-reported information. Overlays from credit compilers (e.g. Experian) Permission-Based Cookies - see the various sites people visit, ads that they click on, etc.

Because of our partnerships with thousands of websites and over 1200 global publications, we are a direct aggregator, not a list broker or reseller. This means you are dealing directly with the source of the data and receive the best pricing.



Maxim Media has organically grown a self-reported consumer database including Shopper Preferences and more than 200 other demographic and lifestyle overlays.

Below is a snapshot of the detail on Shopper Marketing availability:

Apparel Shopper data available from top apparel brands:

65MM	U.S. Purchasing HHS	GAP®
20+	U.S. Retailers	Banana Republic®
300+	Brand Categories	Old Navy® and more...

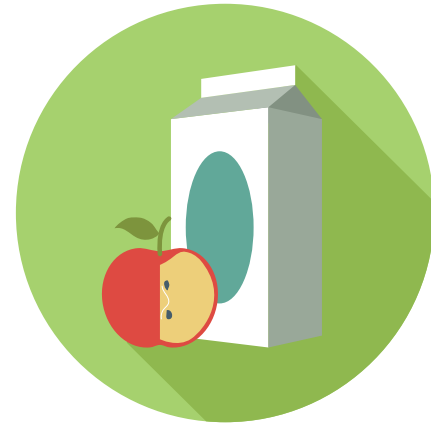
Retail Grocery Shopper data available from top retail stores:

105MM	U.S. Purchasing HHS	Kmart®
30+	U.S. Retailers	Target®
6500+	Brand Categories	Walmart® and more...

Consumer Packaged Goods – CPG

85MM	U.S. Purchasing HHS	Shopper data available from top grocery brands.
35+	U.S. Retailers	
5000+	Brand Categories	





Retail Chain Preference

Frequency of Visits per Month

Brands of Choice

Preferred Diet:

e.g. Organic, Vegan, Vegetarian, Cage Free, Gluten Free, etc.

Buy Category:

e.g. Beverage Buyers, Meat & Seafood Buyers, Baking Good, Pet Care, etc.

Buy Type :

e.g. Beverages: Carbonated Soda: Pepsi, Coke; Coffee: Starbucks, Folgers, Nescafe, K-Cup, etc.

BAKERY SHOPPERS

Nature's Own® | Pepperidge Farm®
Sara Lee® | Thomas'®

BAKING & COOKING SHOPPERS

Betty Crocker® | Duncan Hines®
Nestle® | Toll House® | Pillsbury®

SPICES AND EXTRACTS

McCormick® | Morton®

BEVERAGE SHOPPERS

BOTTLED WATER / COFFEE
Folger's® | Maxwell House® | Starbucks®

CANDY SHOPPERS

Hershey's Kit Kat® | Hershey's Milk Chocolate®
M&M's® | Snickers® | and more...

CEREAL SHOPPERS

HOT CEREALS
Nabisco® | Quaker®

RTE CEREAL

Cheerios® | Honey Nut Cheerios®
Cinnamon Toast Crunch®
Lucky Charms® | Froot Loops®
Frosted Flakes® | Frosted Mini-Wheats®
Raisin Bran® | Rice Krispies® | Special K®
Honey Bunches of Oats®

CONDIMENTS & DRESSING SHOPPERS

CONDIMENTS

French's® | Heinz® | Hellmann's®
Hunt's® | McCormick® | Sweet Baby Ray's®

SALAD DRESSING

Hidden Valley® Ranch® | Kraft® | Wish-Bone®

DAIRY & EGG SHOPPERS

CHEESE

Kraft® | Philadelphia | Sargento®

DAIRY & EGGS

Daisy® | Reddi wip® | Kraft® | Wish-Bone®

HOUSEHOLD SHOPPERS

CLEANING SUPPLIES

Arm & Hammer® | Cascade®
Clorox® | Comet® | Dawn®
Lysol® | Mr. Clean® | Palmolive® | Swiffer®

FOOD STORAGE

GREEN/NATURAL

HOUSEHOLD SUPPLIES

Air Wick® | Bounty® | Charmin®
Duracell® | Energizer®
Kleenex® | Puffs®

LAUNDRY SUPPLIES

Bounce® | Downy® | Gain® | Tide®

and much more...

Top Shoppers' Retail Stores

Definition	1X	2X	3X+	4X+
Retail Store	Shops at least one time (1-10+)	Shops at least two times (2-10+)	Shops at least three times (3-10+)	Shops four or more times (4-10+)
Acme Fresh	18,504,351	15,514,471	10,527,799	7,513,898
Ahold	22,583,076	19,465,768	16,551,445	15,222,382
Albertson's	21,572,378	15,578,179	12,596,047	8,209,625
Amazon	32,456,435	28,444,222	25,764,054	18,410,066
A&P	17,644,783	15,361,133	11,474,973	9,582,430
Assoc. Supermarkets	23,747,406	18,705,276	15,832,451	13,820,169
Barneys	18,234,407	15,167,661	11,181,744	9,165,682
BJ's	41,209,681	26,068,165	21,155,108	12,178,455
Bloomingdales	29,637,276	27,973,428	24,956,709	16,722,086
Brookshire	17,595,734	15,033,448	12,608,224	11,109,824
Costco	41,390,118	29,286,002	24,056,914	11,898,992

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CVS	47,086,229	28,837,222	26,983,224	12,052,362
Dick's Sporting Goods	38,213,571	35,238,359	33,673,539	18,755,774
Food 4 Less	20,631,267	16,666,994	14,704,774	12,534,839
Fred Meyer	17,567,501	15,533,050	12,666,454	9,400,905
Giant Eagle	18,723,562	15,809,973	14,444,982	11,492,520
Harris-Teeter	13,568,465	11,506,291	9,629,762	8,397,083
HEB	22,333,332	19,676,716	17,656,461	14,791,223
Home Depot	43,728,271	41,929,915	35,906,031	25,724,233
Hy-Vee	24,817,741	21,272,436	18,751,142	16,121,237
JC Penny	32,628,847	29,348,099	21,416,515	17,806,640
Kohls	24,924,931	22,758,632	19,631,685	15,914,110

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Kroger's	19,680,076	13,692,586	10,583,443	7,877,964
Lord & Taylor	25,845,818	20,747,014	17,587,268	14,281,735
Lowes	40,000,840	36,673,085	28,797,416	21,171,740
Macy's	34,966,987	31,609,021	26,643,960	19,261,489
Meijer	21,581,001	19,563,057	17,217,818	15,436,208
Neiman Marcus	35,796,794	33,540,881	29,731,289	19,261,489
Nordstrom's	40,586,942	37,703,700	34,867,939	30,109,716
Petco	42,280,376	28,810,697	25,129,283	10,735,224
PetSmart	43,475,028	27,156,019	24,743,936	9,837,099
Price Chopper	20,132,398	18,111,871	15,659,863	13,461,723
Publix	24,482,651	21,545,591	19,644,860	17,609,004

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Ralphs	18,709,109	16,618,244	15,529,254	10,416,804
Saks	34,948,587	32,639,452	29,769,582	20,622,358
Sam's Club	40,254,044	25,641,513	23,130,741	12,828,214
Sears	29,864,321	27,096,414	22,674,954	17,733,289
Shop 'n Save	19,631,302	17,739,749	14,374,646	11,312,625
ShopRite	18,500,050	15,852,006	14,395,203	12,090,922
SuperValu	16,587,233	14,427,807	12,630,290	9,677,508
Target	39,287,286	25,212,940	24,248,522	11,213,254
Victoria's Secret	39,877,417	37,598,259	34,607,560	25,968,170
Walgreens	45,136,480	32,366,303	28,193,902	10,842,742
Walmart	47,426,446	32,046,606	29,325,829	11,918,406
Winn Dixie	21,619,115	19,670,678	16,585,357	14,097,132



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