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News Release

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NIELSEN FIRST TO PROVIDE CONSUMER PERSONALITY PROFILES TO CONSUMER PACKAGED GOODS MANUFACTURERS AND RETAILERS

Nielsen and Mindset Media Identify Specific Personality Traits Driving Consumer Buying Behavior and Brand Affinity

SCHAUMBURG, IL, July 28, 2008: The Nielsen Company today announced it is the first company to provide consumer personality profiles to the consumer packaged goods (CPG) industry. The personality profiles or Mindset Profiles™, provided by Mindset Media, are combined with Nielsen's consumer panel information, enabling CPG manufacturers and retailers to identify specific personality traits, such as optimism, creativity and pragmatism, driving consumer purchasing behavior and brand affinity.

Nielsen will incorporate Mindset Media's proprietary psychographic planning and buying standard into its Homescan® Consumer Panel, enabling CPG companies to profile any desired target audience, from premium pet food buyers to heavy snack food consumers, on more than 20 elements of personality. For example, a marketer of tooth whitening products might learn that people who are considered "Carefulness 5" in Mindset Media parlance - - those who have virtually ridded their lives of haste and impulse - - are 56 percent more likely to purchase tooth whitening strips than other consumers. The company can take advantage of the data to fine-tune communications and using target capabilities, reach these consumers directly in the media.

"Working with Mindset Media, we are the first company to directly link consumers' personalities and purchase behavior information for the CPG industry," said Todd Kaiser, senior director, Nielsen Consumer Panel Services. "We continually strive to provide our clients with new, innovative ways to



market more effectively to their consumers. Now, CPG manufacturers and retailers can achieve a deeper understanding of what drives consumer behavior and how to more effectively appeal to their target consumer.”

“In the most competitive CPG categories, dozens of products compete for the same demographic,” said Jim Meyer, CEO and co-founder, Mindset Media. “What separates the winners from the losers is often the ability to identify and reach people with the right psychographic, those people with the personality and attitudes to love what you sell. Our relationship with Nielsen makes it possible for CPG marketers to define their best consumers on a new and highly valuable dimension.”

Mindset Profiles are available now through Nielsen’s Homescan Consumer panel.

About Mindset Media

Mindset Media is the Internet ad network for brands. Using its proprietary psychographic standard, Mindset Media enables brand advertisers to target millions of people with the personality traits that fit their brands in online media buys. The company works in partnership with Nielsen Online to develop consumer profiles that help brand marketers specify their psychographic targets. For more information, visit www.mindset-media.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.

Nielsen’s Homescan Consumer Panel is the industry’s only multi-outlet panel that captures all consumer packaged goods information, as well as non-UPC coded random weight perishable products, across every type of purchase channel, providing valuable insights into consumer shopping behavior.

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