

IndoorMedia joins the Nielsen Connected Partner Program

Houston, TX (May 9, 2018): IndoorMedia (RTUI, LP), the nation's premier register receipt producer and distributor of receipt-based advertising and promotion programs, today announced that it has joined the Nielsen Connected Partner Program. The partnership will help IndoorMedia's register receipt program leverage the power of Nielsen data for consumer-package goods (CPG) looking for new media to reach shoppers.

IndoorMedia, serving local businesses for almost 30 years, has recently formed a new national sales division to promote the use of back of register receipt advertising and promotion in the grocery store. The receipt-based program reaches every shopper at checkout across its broad network of over 9,000 stores, including many of the nation's top grocery chains; Kroger, Safeway, Albertson's, HEB, Stop & Shop. "Coupling IndoorMedia's national network and distribution capabilities with Nielsen's powerful data and analytics, provides marketers with an unparalleled tool to effectively and efficiently reach all types of consumers where they shop." said Jesse Aversano, SVP, General Manager, Sales and Marketing at IndoorMedia. "In fact, a recent shopper survey showed that 80% of consumers desire to see coupons on register receipts because they are easy and simple to use," concluded Aversano.

The Nielsen Connected Partner Program is an industry first, offering an open ecosystem for companies, like IndoorMedia, that provide a service to the consumer-packaged goods (CPG) industry. By opening up data pipelines, partner companies and Nielsen clients can find each other and collaborate in an open data ecosystem; removing the most common and burdensome barriers to connecting applications and data sets at scale. With Nielsen's data as the DNA of this program, Nielsen clients and partners will harness more efficient and accurate analytics that drive better industry results from all angles. Since the program's launch, the Nielsen Connected Partner Program has successfully grown into a community of over 40 partners that include companies such as: Periscope by McKinsey, ShopAdvisor, ciValue, and TABS Analytics.

ABOUT IndoorMedia (RTUI, LP)



a RTUI Company

Register Tapes Unlimited, L.P., IndoorMedia is a national leader in the creation and distribution of high quality register tape advertisements and promotions. RTUI/ IndoorMedia delivers its programs and services to over 9,000 grocery stores in the United States and Canada. IndoorMedia has been successful

in creating demand for its products: www.indoormedia.com. Or for information on the Shopper Study, please contact Jesse.aversano@rtui.com.

ABOUT NIELSEN

Nielsen Holdings plc (NYSE: NLSN) is a global performance management company that provides a comprehensive understanding of what consumers watch and buy. Nielsen's Watch segment provides media and advertising clients with Total Audience measurement services for all devices on which content—video, audio and text—is consumed. The Buy segment offers consumer packaged goods manufacturers and retailers the industry's only global view of retail performance measurement. By integrating information from its Watch and Buy segments and other data sources, Nielsen also provides its clients with analytics that help improve performance. Nielsen, an S&P 500 company, has operations in over 100 countries, covering more than 90% of the world's population. For more information, visit www.nielsen.com.

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