



October 28, 2021

Dear Store Manager:

Your store has been selected to participate in Nielsen data collection. This letter serves as authorization for representatives of Nielsen to collect information in your store.

Upon visiting the store, the Nielsen / Driveline representative should:

- Identify him/herself and provide professional identification
- Provide a copy of this letter of authorization
- Complete authorized tasks quickly, without disturbance to the store or guests

Authorized tasks:

- Utilize a handheld scanning device to collect information related to product
- Take photographs of new products, including all sides of the package
 - o May utilize a black box or felt for photo quality purposes
- Return product to its original position on the shelf or display

This activity is authorized in the following stores only:

2	1448	1760	1932	2209	2332	2772	3206	3687
72	1495	1806	1935	2220	2399	2808	3214	3690
79	1555	1810	1969	2226	2468	2824	3222	3701
1068	1563	1832	1975	2242	2485	2832	3256	3722
1125	1607	1837	1988	2253	2514	2875	3287	3735
1130	1626	1841	1994	2263	2521	2901	3303	3742
1149	1658	1845	2005	2267	2530	2909	3349	3746
1166	1681	1861	2156	2270	2556	2954	3355	3780
1246	1688	1871	2181	2281	2585	2971	3428	3800
1255	1712	1876	2183	2298	2640	3029	3587	3854
1334	1714	1892	2192	2303	2712	3059	3604	4083
1348	1735	1900	2205	2325	2739	3201	3637	

Please expect the representative to visit your store every two weeks to collect the required information. The visit should take approximately 30 minutes to complete.

This authorization is valid October 28, 2021 through December 31, 2022. If you have any questions, please contact me at 515-446-6274.

Sincerely,

Kristin Howe
Director of Merchandising Support