



Appendix A-1
LETTER OF AUTHORIZATION

Org: RCB
 Pseudo: 277917

To: Store Personnel

Store Name: Rangler C-Store #8 *Exc # 898*

Address: 502 North 2nd Street

City: Hico

State: TX

Zip: 76457

Phone: (254) 796-4838 x3

From: Authorized Manager or Owner

Subject: Nielsen Research Store Visits

Our store location(s) will be participating in a National UPC Data Study being conducted by Nielsen Research, and they have been given authorization to send a representative to the store, on a weekly basis if needed.

During these visits to your store, the Nielsen representative, will be collecting information about products merchandised on the selling floor areas including, but not limited to, the following:

- Record Display Activity
- Record Feature Information
- New Product Identification
- Record all Tobacco Information and Promotional items

Nielsen's representative may use a handheld electronic scanner to record the information. Other than checking in with store personnel when the representative arrives at the store, Nielsen's research person will generally not involve store personnel or impact customers. Nielsen's representative(s) will not require sales figures or other restricted information.

As product categories (such as tobacco) are relocated from the selling floor to more secure locations, Nielsen's representative may require access to scan these products in their new location.

Thank you for your cooperation.

Authorized by:

Printed Name: Bradley D. Haile

Signature: 

Title: Manager

Cell Phone: Call Monica in Office (254) 386-8903 x6

Date: 9/21/15