



**Speedway LLC**  
500 Speedway Drive  
Enon, OH 45323  
Telephone 937-864-3000

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## LETTER OF AUTHORIZATION

TO: STORE MANAGERS OR FRANCHISEES

FROM: 7-Eleven Store Support Center Marketing

Subject: Nielsen Store Visits

Your store has been selected to be part of a national sample of Speedway stores to participate in an on-going market research panel. As such, 7-Eleven has authorized a representative from the Nielsen Company, a national data research company, to send a representative to your store on a weekly basis to conduct a store survey. During these visits, the Nielsen representative will be collecting information about products merchandised on the selling floor areas including, but not limited to, the following:

- Display Activity and Advertising Materials
- Point of Purchase Information or Shelf Conditions
- New Products
- 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 your store, Nielsen's research will generally not involve store personnel or disrupt customers. Nielsen's representatives will not require sales figures or any other restricted information. All data-collection activities will be confined to the forward selling areas of the store only. No reserved areas, or areas of the store not accessible by customers, will be visited by Nielsen.

Nielsen has agreed that all their representatives will call the store at least 24 hours in advance and secure an appointment at a time that is convenient for the store. Once the weekly appointment is set, you can decide if on-going phone calls in advance of their visits are necessary. They will always check in and have appropriate employee identification upon arrival.

This authorization will be **valid effective January 1, 2022 through December 31, 2022**. If you have any questions, please send an e-mail to [Si'Ara.Watkins2@7-11.com](mailto:Si'Ara.Watkins2@7-11.com), or call (972) 828-5526. Thank you for your cooperation.

Sincerely,

  
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Signature

Jeff Borneman  
Senior Director Marketing & Merchandising Support