



Date: September 1, 2011

Subject: Nielsen Causal Collection

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We have authorized Nielsen to send a representative to **Freedom Oil Company** to collect weekly causal data.

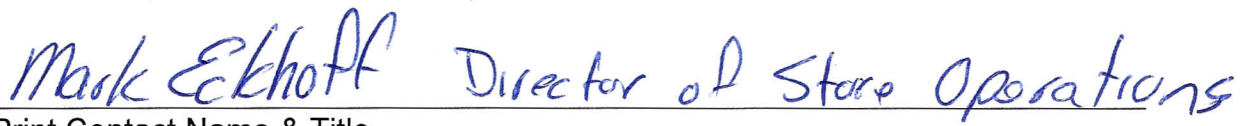
The weekly visits will be made for the purpose of collecting store display and point of purchase information, in-store promotions, advertising, display information and forward inventory of selected categories. This data will be collected electronically using a hand held terminal. This may include both accessible and inaccessible products.

The data will be collected via a handheld computer. Other than checking in with the manager upon arrival at the store, the Nielsen representative will not involve any store personnel or customers during the collection process.

Please give them your cooperation and feel free to call me should you have any specific questions about this program.



Contact Signature

  
Print Contact Name & Title