



Fact Sheet

2006

ABOUT THE COMPANY

Founded in 1972, National Shopping Service leads the mystery shopping industry by offering businesses a unique combination of measurement solutions focused on brand alignment and customer retention. Our mission is to reduce costs, improve business performance, and empower decision makers by providing feedback, accountability and recognition systems tied to specific goals and objectives:

Increase

- market share
- customer satisfaction
- visits per customer
- sales per transaction

Improve

- brand performance
- employee morale
- operational accountability
- training efficiency
- marketing precision
- regulatory compliance

National Shopping Service employees strive to provide consistent support and excellence in everything we do. Our commitment to service sets us apart and allows us to create value by integrating and implementing business strategy through people.

We become intimately involved with our clients' growth and development in order to deliver dynamic support for their workforce, as well as management. Our long-term relationships are earned through a dedication to understanding our clients' businesses and consistently delivering value.

FACTS AND FIGURES

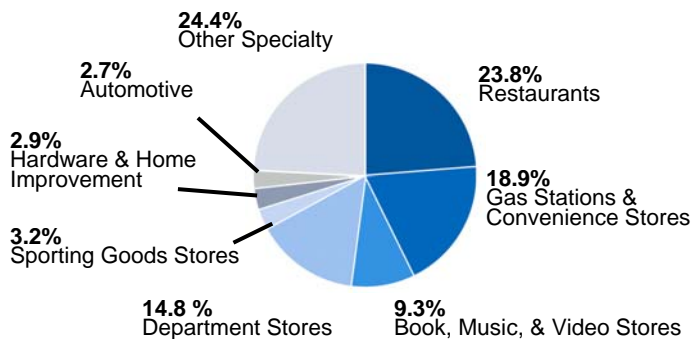
United States Coverage

50 states, plus the District of Columbia and Puerto Rico

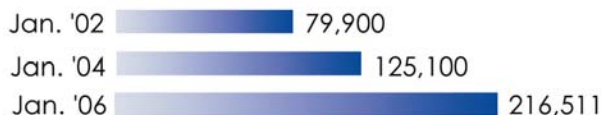
International Coverage

26 countries outside of the United States, including Korea, China, Canada, Mexico, and the United Kingdom

2005 Revenue By Category



Total Shopper Count



HIGHLIGHTS

National Shopping service continues to grow by building on the solid foundation of performance and management solutions utilized today, while continually adjusting to the expanding needs of market research and the industries that depend upon it.

With unlimited customization and scalability, our flexible applications allow us to integrate any number of our measurement solutions to deliver a complete "suite" of services that addresses each client's most current concerns and initiatives.

From diagnosis, solution design, and training, to implementation, evaluation and interpretation, National Shopping Service specializes in complete customization:

- State-of-the-art data collection methods, Web-based technologies and proprietary processes
- Expert consultation and advanced report/survey design
- Version management for tracking and comparisons of changing business infrastructures
- Knowledgeable, flexible support for frequent modifications and emergency corporate initiatives
- Ad hoc reporting and advanced data mining for specific marketing and other management priorities
- Extra correlated indirect reporting including demographic, household, and business profiling
- Customized delivery/publishing/export formats
- Seamless integration with existing company information systems or an existing Internet portal
- Secure, permissions-based access levels and reporting hierarchies
- Digitally enhanced visual and audio assessments
- Competitor benchmarking

National Shopping Service has been at the forefront of Web-based applications for market research since the advent of the Internet. We continue to refine our business practices in order to adapt to the dynamic needs of our clients while consistently leading our industry in technology, quality, and customer service.

CONTACT INFORMATION

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For more information about National Shopping Service, please visit www.nationalshoppingservice.com