



**QuickTABS™** is an excel-based reporting tool that allows users to easily and logically access and analyze customized market or consumer data (e.g. Syndicated Data, Retailer POS, Panel Data).

TABS analysts enhance the item coding provided by your data supplier with attributes that reflect the way products are marketed, merchandised, or purchased by consumers. This customization allows users to assess performance and identify opportunities based on reality, breaking beyond the limits of standard, third-party category definitions.

**QuickTABS® \$ Sales Table**

PERIOD ENDING 12/31/2006 (Mo = 4wk Month, Qtr = 12wk Quarter, Half = 24wk Half Year)

| SEGMENT        | \$ - YAG Qtr  | \$ - PP Qtr   | \$ - CURR Qtr | \$ Shr - YAG Qtr | \$ Shr - PP Qtr | \$ Shr - CURR Qtr | % Chg YAG | % Chg PP |
|----------------|---------------|---------------|---------------|------------------|-----------------|-------------------|-----------|----------|
| HOCKEY MULTI   | \$139,992,876 | \$134,832,165 | \$133,720,834 | 28.1%            | 25.7%           | 25.4%             | 1%        | 1%       |
| LETTER VITAMIN | \$84,212,416  | \$75,879,854  | \$86,000,665  | 18.3%            | 14.8%           | 16.4%             | 2%        | 13%      |
| SPECIALTY SUPP | \$67,276,284  | \$74,888,411  | \$77,669,328  | 13.8%            | 14.6%           | 14.8%             | 16%       | 4%       |
| JOINT RELIEF   | \$76,407,215  | \$72,204,487  | \$74,595,534  | 14.8%            | 14.7%           | 14.2%             | 1%        | 2%       |
| CALCIUM        | \$57,896,026  | \$57,818,000  | \$56,367,054  | 12.2%            | 12.2%           | 12.2%             | 0%        | 0%       |
| HERBAL SUPP    | \$37,888,441  | \$33,945,241  | \$35,209,721  | 8.1%             | 7.1%            | 7.4%              | 1%        | 4%       |
| CHILD NUTR     | \$23,508,129  | \$23,964,789  | \$24,665,231  | 5.1%             | 5.2%            | 5.4%              | 1%        | 1%       |
| MINERAL        | \$22,812,934  | \$23,494,830  | \$24,019,714  | 4.9%             | 5.1%            | 5.2%              | 1%        | 1%       |
| WOMEN NUTR     | \$14,267,723  | \$14,831,045  | \$13,345,616  | 3.1%             | 3.2%            | 2.9%              | 0%        | -1%      |
| Grand Total    | \$517,690,318 | \$512,221,169 | \$525,526,485 | 10.2%            | 9.5%            | 9.8%              | 1%        | 1%       |

**QuickTABS® Productivity Table**

PERIOD ENDING 12/31/2006 (Mo = 4wk Month, Qtr = 12wk Quarter, Half = 24wk Half Year)

| SEGMENT        | \$ - YAG Qtr  | \$ - PP Qtr   | \$ - CURR Qtr | \$ Shr - YAG Qtr | \$ Shr - PP Qtr | \$ Shr - CURR Qtr | % Chg YAG | % Chg PP |
|----------------|---------------|---------------|---------------|------------------|-----------------|-------------------|-----------|----------|
| HOCKEY MULTI   | \$139,992,876 | \$134,832,165 | \$133,720,834 | 28.1%            | 25.7%           | 25.4%             | 1%        | 1%       |
| LETTER VITAMIN | \$84,212,416  | \$75,879,854  | \$86,000,665  | 18.3%            | 14.8%           | 16.4%             | 2%        | 13%      |
| SPECIALTY SUPP | \$67,276,284  | \$74,888,411  | \$77,669,328  | 13.8%            | 14.6%           | 14.8%             | 16%       | 4%       |
| JOINT RELIEF   | \$76,407,215  | \$72,204,487  | \$74,595,534  | 14.8%            | 14.7%           | 14.2%             | 1%        | 2%       |
| CALCIUM        | \$57,896,026  | \$57,818,000  | \$56,367,054  | 12.2%            | 12.2%           | 12.2%             | 0%        | 0%       |
| HERBAL SUPP    | \$37,888,441  | \$33,945,241  | \$35,209,721  | 8.1%             | 7.1%            | 7.4%              | 1%        | 4%       |
| CHILD NUTR     | \$23,508,129  | \$23,964,789  | \$24,665,231  | 5.1%             | 5.2%            | 5.4%              | 1%        | 1%       |
| MINERAL        | \$22,812,934  | \$23,494,830  | \$24,019,714  | 4.9%             | 5.1%            | 5.2%              | 1%        | 1%       |
| WOMEN NUTR     | \$14,267,723  | \$14,831,045  | \$13,345,616  | 3.1%             | 3.2%            | 2.9%              | 0%        | -1%      |
| Grand Total    | \$517,690,318 | \$512,221,169 | \$525,526,485 | 10.2%            | 9.5%            | 9.8%              | 1%        | 1%       |

## Sales Driving Benefits:

- QuickTABS™ includes proprietary analytical measures (e.g. Organic Growth, Productivity) that frame your analyses in terms that are most relevant to your retail customers.
- Retailer-specific category and segment customizations can be provided within a day – no waiting months for changes in hierarchy or database structure.
- Ability to easily evaluate segments within other categories that you compete with for shelf space.

## Cost-Reduction Benefits:

- Data is structured and formatted for instant analysis – eliminating hours of data manipulation.
- TABS manages all the data coding and loading – users simply open the tool and begin analyzing.
- QuickTABS™ runs in Excel, so there is virtually no training required or learning curve ... and because it's in Excel, there aren't any IT compatibility issues.
- There are no licensing fees – everyone who needs a copy, gets a copy.
- Data is PC resident, allowing for instant access. No waiting or downloading procedures.

**QUICKTABS™ EMPOWERS THE USER TO DRIVE SALES AND REDUCE COSTS!**

*The QuickTABS tool helped me reduce my planogram review process by two months! I want all of my vendors to use this terrific software.*

*Ben Ueta, Long's Drug*

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