

**TABS GROUP AND MEI COMPUTER TECHNOLOGY GROUP
PARTNER TO IMPROVE TRADE PROMOTION OPTIMIZATION**

Analytics and Modeling Capabilities Bolster Trade Promotion Management and Spend

SHELTON, CT and MORRISTOWN, NJ, May 26, 2009 –TABS Group, the experts in consumer analytics, and MEI Computer Technology Group, Inc., a leading developer of trade promotion management and retail execution solutions for the Consumer Packaged Goods industry, today announced a partnership agreement which will enable customers to better understand their incremental sales resulting from trade promotions. By leveraging TABS proprietary analytics and modeling capabilities with MEI's Trade Promotion Management (TPM) software, consumer packaged goods manufacturers can virtually eliminate phantom spikes that can impede their ability to accurately analyze results. As part of this agreement the two companies will offer value-added service offerings and will cooperate in each other's ongoing research and development efforts.

According to AMR Research, only 52% of trade promotions are evaluated to determine promotion results. Currently, even if companies spend time trying to analyze results, the fundamental problem is that the syndicated baseline estimates are not accurate and will spike between 50% and 80% during any given promotion. The result is that the promotion will show an average of 35% to 50% less incremental consumption than actual results. This can make the difference between the promotion being profitable or not. By integrating TABS Accurate Baseline™ - a solution that enables manufacturers to know the incremental sales derived from promotions by eliminating phantom spikes - with MEI's TPM solution, organizations can utilize comprehensive lift models which improve "what if" promotion planning and overall trade effectiveness.

"TABS Group is a leader in analytical innovation in the Consumer Packaged Goods industry and we are excited about the opportunity to partner with them and to bring greater analytical value to our customers," stated Andrea Petrelli, Vice President Sales of MEI. "Manufacturers are frustrated with their inability to accurately know how much incremental consumption each promotion generated. With the TABS Group models, we will ensure that all MEI users will have this critical capability for their retail customers."

TABS Group Partner, David Butcher, commented on innovation in the Trade Promotion software space, "We spoke with several TPM providers, and felt like MEI provided the best fit with our company. They have a superior product that provides manufacturers with full 360° trade promotion management; from Headquarter and Account Planning to Reconciliation and ROI Analysis. MEI instantly understood the value TABS Group could provide."

About MEI

MEI is a global provider of trade promotion management and retail execution solutions. Founded in 1983, MEI enables companies to reshape their sales and marketing activities by directly linking all phases of the planning process, thus improving the efficiency of their customers' trade spending, account management, sales planning, forecasting and reconciling. The Company provides proven, reliable and highly reference-able sales solutions for the Consumer Goods industry, and continues to help companies such as HJ Heinz Company, Pinnacle Foods Group LLC, Solo Cup, Energizer Personal Care, Morton Salt and The Schwan Food Company increase profits, strengthen brand assets and provide better supply chain and inventory management. MEI clients through the hosted model include American Licorice Company, Birds Eye Foods Inc., J&J Snack Foods Corp, Marcal Manufacturing LLC, Pacific Natural Foods, Pierre Foods, Ruiz Foods, Sunny Delight, Sunsweet Growers and WhiteWave Foods. For more information on MEI, please visit www.meicpg.com or call 1-800-INFO-MEI.

About TABS Group

TABS Group, the leader in Analytical Innovation, is dedicated to increasing clients' sales and profit through more advanced and strategic insight combined with a more efficient analytical process. TABS data customization combined with the power of QuickTABS® delivers instant analytical insight and a real competitive advantage. TABS Accurate Baseline, developed by Dr. Kurt Jetta while earning his Ph. D. in Economics from Fordham University, is the only solution to accurately measure incremental Promotional Lift. TABS Group provides additional services such as Total Store Analytics™, AisleMaster™, PanelMaster™ to Manufacturers, Retailers, and Financial Firms. Founded in 1998, TABS Group is comprised of senior executives with sales, marketing and retail experience. For more information, please visit www.tabsgroup.com or call 203-925-9157.

For Immediate Release

MEDIA CONTACTS:

For MEI

Chris McCoin or Richard Smith

McCoin & Smith Communications Inc.

508-429-5988 (Chris) or 978-433-3304 (Rick)

chris@mccoinsmith.com or rick@mccoinsmith.com

David Butcher, Partner

TABS Group

805.783.2999

davidbutcher@tabsgroup.com

www.tabsgroup.com