

INFORMA ANNOUNCES ADDITION TO MARGINQUEST STAFF

Informa Economics, Inc., announces the addition of Kenneth Wagar to the company's business consulting staff effective May 1. "The addition of Ken to our staff provides a key consulting resource to the company's MarginQuest business unit, which is focused on providing analysis and business consulting to supply chain participants interested in understanding and managing demand for their products at the consumer contact point," said Informa Chairman of the Board and CEO Bruce Scherr. "The MarginQuest program's initial thrust will be on category management in the fresh meat case, utilizing retail scan data as a source for building dynamic demand models and integrating their results with more traditional category management analysis in the perishables segment of the retail store."

Prior to teaming with Informa Economics as an independent consultant in January 2008 to assist in developing MarginQuest, Wagar spent 12 years as an owner, founding partner and data analyst with PMG, Inc., a consulting firm specializing in category management and economic modeling in the perishable departments of the supermarket industry. Wagar's focus has been on data analysis, strategic development, and tactical plan development for the improvement of sales and profitability in retail perishable departments with major US grocery retailers and suppliers. Wagar developed the metrics for perishable department economic modeling, which allowed PMG to work with retailers to determine actual item level net profitability in perishable departments.

Prior to PMG, he spent 24 years in key management positions with the Kroger Company, Supervalu Stores and Spartan Stores Inc., beginning in retail store management and progressing to vice president of sales, procurement, marketing and in-bound logistics. Wagar served on the Efficient Consumer Response (ECR) Best Practices Committee and as the co-chair of the ECR working group on physical distribution, which published the ECR report entitled *Cross-Docking and Flow-Through Logistics in the Supermarket Industry*. He also co-authored the ECR Publication *Category Management in Data Poor Categories*. Wagar has been a frequent speaker at industry meetings and conventions including: ECR conferences; the North American Wholesale Grocers Association, the National Grocers Association, the Food Marketing Institute, the American Meat Institute, and the Council of Logistics Management. He has a bachelor's degree in business administration, specializing in management from Wright State University, Dayton, Ohio.

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MarginQuest is a package of products, programs and services designed to increase profits and reduce risks for businesses operating in the food supply chain (i.e., different businesses have different customers). Within this supply chain, there are multiple transfer points, each with unique costs and margins. The margins which impact any single business depends upon the business' position within the supply chain and will often increase in both volatility and complexity as one moves toward the ultimate consumer. Informa's MarginQuest program combines commodity market data and customer transaction data with historical financial performance metrics to forecast and manage the margin from upstream suppliers through to the consumer point of sale. Informa has assembled a unique team of economists and seasoned industry professionals to administer the MarginQuest program for the benefit of food-based companies.

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Informa Economics, Inc., a division of Informa plc, is a world leader in comprehensive agriculture, food industry, agribusiness and commodity research, information, analysis and consulting. With a core team of research analysts and consulting specialists, Informa Economics serves many of the world's leading agribusinesses. Headquartered in Memphis, Tennessee, the company has offices in Washington, D.C.; Grand Rapids, Michigan; St. Paul, Minnesota; and Winnipeg, Canada. It is the company's economic expertise and client base that combine to provide unique insights and strategic and long-term planning for agribusinesses around the world. For more information, visit the Informa Economics Web site at www.informaecon.com.