



BECAUSE ONE SIZE DOESN'T FIT ALL.™

SAMPLING SOLUTIONS

tailored for your brand...

Make The Sampling Store™ your one stop sampling shop. We know that sampling can be a costly tactic, so it has to be done right and produce ROI. Also, we know that one size does NOT fit all, so we work with you to determine the best program fit(s) for your brand, based on its own unique equity, consumer profile, benefit set and usage occasions. Since 1994, we've successfully delivered more than 500 million samples through:

- 1) Low-cost, high-profile, turn-key **themed co-op packs & live tours/shopper marketing events**
- 2) Custom solo sampling programs via our own targeted **proprietary networks**, pre-negotiated **lifestyle venue partners** and **cross-brand partner package hosted** delivery in-store.

We also offer full service sampling services including planning, execution, overwrapping, fulfillment and managing services.

Introduced in 2012 in collaboration with sister division, CoOptions Shopper Marketing, we offer our banner retail / shopper driven **LIFE-TO-SHELF™** sampling platform, bridging the gap from out-of-store trial activation to in-store conversion. Choose a customer account and target and we'll geo-map sampling within 3 - 10 miles of each store for seamless, traffic driving trial focused shopper marketing programs.



For more information, please contact your CoOptions / Sampling Store account manager or call Darlene Genander, VP Sales at (919) 267-4898 or email sales@SamplingStore.com

CoOptions™
SHOPPER MARKETING

RECENT & PAST CO-OP PROGRAMS

CoOptions has delivered some of the most successful themed co-op **SAMPLE PACKS** in the industry, more than 30 million packs.



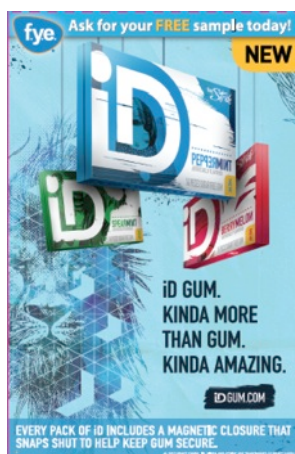
First Life-to-Shelf™ co-op program at Endocrinologists around Walmart Superstores (Nov. 2012)



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CUSTOM SAMPLING

Point of style. Point of travel. Point of commute.
Point of care. Trial and conversion is more effective in the proper context
or relevant “point of experience” that resonates with consumers.
Here are a few of our past touchpoint sampling executions and venues:



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LIFE-TO-SHELF™ SAMPLING & SHOPPER ACTIVATION



Life-to-Shelf.™ Simply put, it's cost-effective shopper sampling at lifestyle touchpoints mapped 3 to 10 miles from key account stores to which you want to drive foot traffic, trial and conversion for your brand. It's also our signature platform for today's brands seeking shopper marketing programs that truly support account-specific retailer activations, brought to you from CoOptions' Sampling Store, a leader in trial and conversion since 1993.

Life-to-Shelf sampling begins with shopper engagement with your brand at places that give trial lifestyle context and meaning, platforms that laser target business travelers, fitness enthusiasts, college students, patients and other targets, and finishes at shelf in the retailer of your choice (including optional ISM shelf ad tag options with partner VESTCOM® at any of their retailers to complete communication in-store).



Choose the customer account you want to support and who's shoppers you want to active. Then select from among our proprietary networks and partner venues (all leaders in their categories) for best fit for your brand target. Costs range from 8¢ to 22¢ per sample plus shipping, based on venue and quantity.

Above, Nature's Path® Organic Granola Bars recently sampled at our Yoga & Pilates Network™ studios in select Whole Foods DMAs with push to the retailer.

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