



NEWS RELEASE

FOR IMMEDIATE RELEASE

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PROCTER & GAMBLE CHOOSES BASES AS ITS PREFERRED GLOBAL SUPPLIER OF SALES VOLUME FORECASTING FOR NEW PRODUCT LAUNCHES

COVINGTON, KY, 10 August 2006 – BASES, the leading global provider of new product forecasting and consulting, today announced that Procter & Gamble has named BASES as its preferred external supplier for its global new product sales volume forecasting needs.

“P&G is one of the world’s most admired companies and is a thought leader in new product innovation. We are honored that P&G values what BASES brings to their new product innovation process,” noted Mitch Barns, President of BASES and ACNielsen Analytic Consulting. “We look forward to validating their decision every day through our client service, our accurate sales forecasts, and our analyses and advice aimed at helping P&G optimize their new product initiatives.”

Recently, P&G reviewed a number of providers and in the end chose BASES to help them drive growth for their business through successful new product initiatives. “A critical component to the future success and growth of P&G is the ability to predict the success and expected volume of new initiatives,” explained Kim Dedeker, VP Global Consumer & Market Knowledge, P&G. “BASES was identified as our preferred supplier because we believe their capabilities, skills, and talent enable them to deliver our business needs in this area. We’re excited to partner with BASES to help drive our new product launches to the next level.”

About BASES

BASES, a VNU business, provides services that help its clients achieve growth through successful new product innovation. BASES has offices in 22 locations around the world. BASES' clients include most of the world's leading consumer goods companies. BASES is known for its global consistency and coordination, extensive database of experience (65,000+ new product initiatives studied globally), and analytical and forecasting expertise.

Note to Editors: Look for this press release and other BASES news on the Internet at www.bases.com or at www.acnielsen.com.au.

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