NEWS RELEASE

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ACNielsen BASES launches a major improvement to its core services
BASES introSCAPE™ helps marketers build winning new products

COVINGTON, KY, October 17, 2006 – ACNielsen BASES, the leading global provider of new product forecasting and consulting, has announced the introduction of BASES introSCAPE™, a unique analytical framework designed to help marketers build stronger new product propositions with consumers. Mitch Barns, President of BASES, said, "Our goal at BASES is to help our clients grow through successful innovation on their brands. The new BASES introSCAPE framework is designed with that in mind. It is the most significant improvement we've made to our core services in years."

BASES introSCAPE strengthens BASES' ability to address marketing issues like brand positioning, ad copy development, packaging, and retail shelf considerations. The foundation of BASES introSCAPE is a proprietary model that describes the process by which consumers adopt new products. The "SCAPE" in introSCAPE is an acronym for Salience, Communication, Attraction, Point of Purchase, and Endurance — the five marketing issues at the heart of the introSCAPE framework.

BASES introSCAPE was developed in collaboration with a select group of leading consumer goods marketers. "The introSCAPE framework is a major step forward," said Chet Henderson, Vice President of Global Consumer and Market Insights at Unilever, one of the clients who helped guide development. "It is designed not only to help us evaluate, but also to help us optimize our new initiatives prior to their in-market launch. The framework covers all key aspects of the initiative mix and leads to clear, actionable advice for marketing managers. And, as is typical from BASES, it is backed by solid data and a thorough R&D programme. We're confident that it will help us get to market with bigger, stronger initiatives with increased odds for success."

BASES introSCAPE has been under development for nearly two years. BASES Research & Development ensured the real-world relevance of this capability by studying a set of nearly 500 previously tested new product concepts. New consumer measures were refined via live testing in over 75 case studies.

BASES introSCAPE, available globally, provides a range of tools that can be employed throughout the new product development process, with the full capability included on all BASES I and II studies.

About ACNielsen BASES

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

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