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## News Release

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**FOR IMMEDIATE RELEASE**

### The Nielsen Company and Priceline form partnership

**April 18, 2008, Sydney:** Priceline, one of Australia's most popular and recognised retailers for health and beauty products, and Nielsen, the world leader in market research, have confirmed their partnership to offer Australian manufacturers Priceline scan data.

"This is an exciting time to be in Pharmacy," said Katherine Doric, Associate Director, Pharmacy, The Nielsen Company. "Our partnership with Priceline will be a major advantage for health and beauty manufacturers in Australia."

Carrying a comprehensive range of leading brands in key categories such as cosmetics, skincare, vitamins, hair care and sun care, Priceline will provide a new dimension to scan data in the health and beauty arena.

"Priceline's success lies in its exceptional range and strong retail brand positioning", noted API's Retail Director, Phil Smith. "Our new alliance with Nielsen is vital in our strategic focus to better understand the dynamics of the retail environment, particularly given the growing importance of pharmacy".

Nielsen's ScanTrack Priceline data will allow manufacturers to better understand their products' performance and will provide the ability to undertake comprehensive analysis of sales, promotional performance, the impact of price and distribution, and so on. Additionally, it will enable manufacturers to undertake comprehensive category analyses and assess the effectiveness of their promotional mix.

Ms Doric stated that the most important benefit of all is allowing manufacturers to work more closely with Priceline to maximize retailer, category and brand performance.



The availability of Priceline data will help build the foundation for strong working relationships between Priceline and manufacturers in the future.

“We (Priceline) are looking forward to working with Nielsen and believe this to be a great step forward in our future success”, said Smith. “Australian manufacturers should see this as a great opportunity to assess product performance across our retail brand”.

“As the leading provider of marketing information services, Nielsen recognises the importance of expanded market coverage and the availability of new retailer data to manufacturers,” noted Doric. “Having Priceline scan data, in addition to broader industry data, is essential in manufacturers maximising the future success of their brands”.

**About Priceline**

Priceline (including Priceline Pharmacy) is one of Australia’s most popular destinations for health and beauty. Priceline carries a great selection of brands in cosmetics, skincare, vitamins, hair care and sun care, and a range of health and beauty categories. With locations across the country, Priceline is Australia’s key health and beauty retailer.

**About The Nielsen Company**

The Nielsen Company is a global information and media company with leading market positions in marketing information (Nielsen), media information (Nielsen Media Research), online intelligence (NetRatings and BuzzMetrics), mobile measurement, trade shows and business publications (Billboard, The Hollywood Reporter, Adweek). The privately held company is active in more than 100 countries, with headquarters in Haarlem, the Netherlands, and New York, USA. For more information, please visit, [www.nielsen.com](http://www.nielsen.com)

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