

DATAPOINTS

Digital Coupon Use Up 30.5%

Digital coupon distribution is ramping up quickly, according to an analysis by Minneapolis-based Marx, a Kantar Media division. On websites monitored by Marx, which include those of several large supermarket and drug store chains, digital coupon “events” increased by 30.5% through the first nine months of 2012, compared with year-ago coupon distribution. More than 681 manufacturers have distributed digital coupon offers on these websites this year from January through September, an increase of 15.2% vs. the same

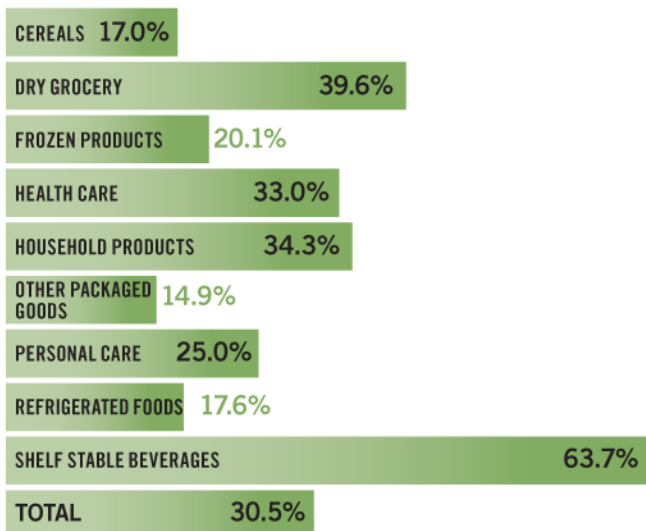
period in 2011. Food categories represented 50.9% of digital coupons, led by dry grocery, with 25.7% (up 1.6 points over a year ago). Marx also examined visits to the coupon areas of retailer websites, and found that even though Walmart.com boasted 58.2 million unique visits in September — vs. 36.8 million at Target.com — visits to its online coupon area were only about one third of those to Target.

SOURCE: Kantar Media

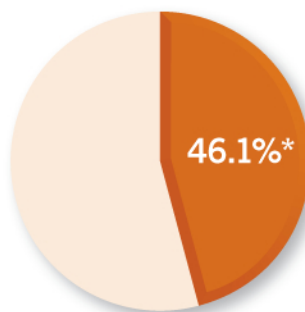
DIGITAL COUPON GROWTH

(by category)

Growth vs. 2011 Jan. – Sept.



Unique visits to Publix weekly ad online

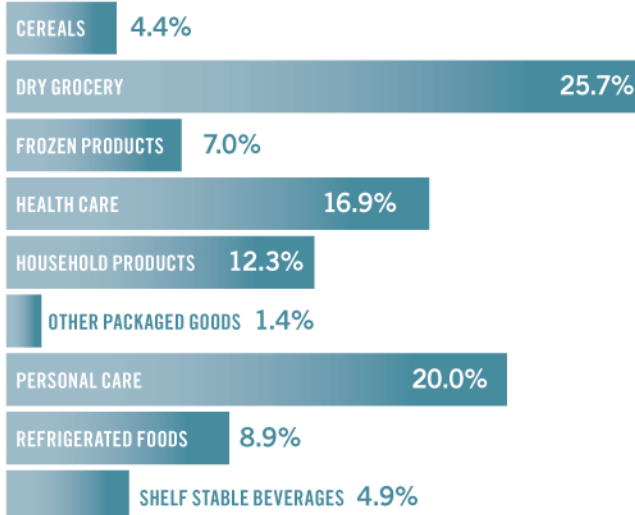


TOTAL UNIQUE VISITS TO PUBLIX.COM:
1,486,015

SOURCE: Compete
* % of total site visitors Sept. 2012

SHARE OF DIGITAL COUPON ACTIVITY*

(Jan. – Sept. 2012)



* Total higher than 100% due to coupons that include more than one category.

30.5% Increase in digital coupons for first nine months of 2012

“Clearly, digital coupon offers on a retailer website are a proven tactic to engage shoppers at a key stage on their paths-to-purchase.”

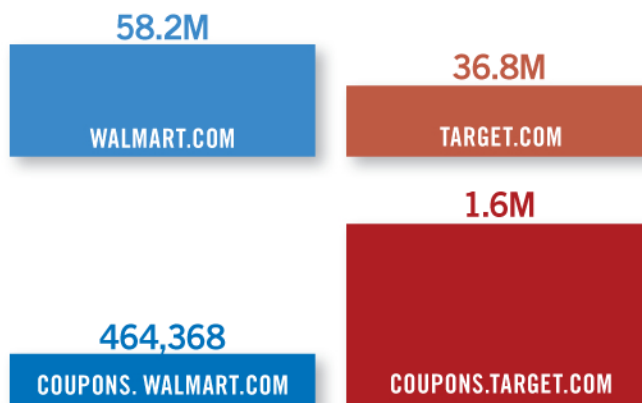
— DAN KITRELL, VP, account solutions, Kantar Media Marx

Avg. Face Value of Digital Coupons 2012



Coupon Use: Wal-Mart Vs. Target

Unique Visits (Sept. 2012)



SOURCE: Compete

51%
Of digital coupons were for food categories