



NEWS RELEASE

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Media Contact: Vilma Consuegra, Acosta, (904) 245-6742

ACNielsen and Acosta Form Strategic Alliance

(Schaumburg, IL, and Jacksonville, FL; April 3, 2003) — ACNielsen U.S., an operating unit of ACNielsen, a VNU company, and Acosta Sales and Marketing Company, one of the largest providers of outsourced sales and marketing services to the consumer packaged goods (CPG) industry, today announced the formation of a strategic alliance under which ACNielsen will become Acosta's new primary provider of CPG industry market information tools and services.

Acosta executive vice president John Watkins said, "We are extremely pleased to be partnering with ACNielsen. This agreement means we will be equipped with the best tools possible to help increase sales for our many manufacturer clients."

"It is a pleasure to have built this alliance with Acosta, one of the leading sales agencies in the CPG industry," commented Tim Callahan, president, ACNielsen U.S. "Acosta plays a critical role in the industry, helping manufacturers gain distribution and execute successful promotions, so we are pleased to be their information provider of choice."

Under the long-term agreement, Acosta will receive ACNielsen's market and retail account-level sales information to monitor how its clients' products are selling; distribution void reports to show where increased product availability may help sales; and the gold standard ACNielsen Homescan consumer panel suite of syndicated tools to provide insights into the consumers who buy products made by companies Acosta represents.

About ACNielsen

ACNielsen, a VNU company, is the world's leading marketing information company. Offering services in more than 100 countries, the company provides measurement and analysis of marketplace dynamics and consumer attitudes and behavior. Clients rely on ACNielsen's market research, proprietary products, analytical tools and professional service to understand competitive performance, to uncover new opportunities and to raise the profitability of their marketing and sales campaigns.

Acosta Sales and Marketing Company

Acosta Sales and Marketing Company is a leading full-service sales and marketing agency in North America, providing outsourced sales, merchandising, marketing, and promotional services to manufacturers in the consumer packaged goods (CPG) industry. Headquartered in Jacksonville, Fla., Acosta has operations throughout the U.S. and Canada. For more information visit www.acosta.com.