



NEWS RELEASE

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

IRI Wins Contract to Provide Data to Acosta

(Chicago; February 23, 2004) – Information Resources, Inc., a leading global provider of content and analytic services to the consumer packaged goods (CPG), healthcare, and retail industries, announced today that it has won a contract to provide sales data to Acosta Sales and Marketing Company, one of North America's largest sales and marketing agencies.

Under the agreement, IRI will provide Acosta with its Reviews InfoScan® Syndicated Store Tracking service, which offers all-store, census-based, point-of-sale (POS) data from over 32,000 supermarket, drugstore, and mass merchandiser outlets.

"IRI is pleased to once again be working with Acosta. Because it is census-based, IRI's InfoScan service provides the most granular POS data available in the CPG industry. This level of granularity will be an added benefit to Acosta in serving their clients," said Ed Kuehnle, Group President, IRI North America.

Acosta Executive Vice President John Steurer said, "We are very pleased to renew our partnership with IRI. We feel good about the new leadership and strategic direction of the company. The addition of IRI Reviews to our existing scan and consumer information gives us the quality and depth of data we believe is unequalled by any sales agency. We are well positioned to leverage our technology capabilities to increase sales for our manufacturer clients and retailer partners."

About Information Resources, Inc.

Information Resources, Inc. is a leading global provider of market content, analytic services, and business-performance management (BPM) solutions to the CPG and retail industries. IRI's clients include the leading CPG and retail companies in the world. IRI's market content and analytic services provide these companies with market and consumer insights. IRI's BPM solutions uniquely combine its breakthrough enterprise analytics software, market content and analytic models to provide a total view of the market and to enable maximum business performance across marketing, sales and operations. IRI's solutions enable the consumer-driven real-time CPG and retail enterprise. More information is available at www.infores.com.

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.