



Make Sense of It All®

## **Retailers to Benefit from Breakthrough Technology Alliance Between Cartwheel LLC and 1010data**

### **Alliance will deliver enhanced shopper marketing program support at lower costs**

MORRISTOWN, N.J., Jan. 17, 2008 -- Cartwheel LLC has finalized an alliance agreement with 1010data that will deliver breakthrough shopper data processing and storage capability for retailers interested in generating increased sales from better utilization of their shopper data.

1010data offers a revolutionary, high-performance, user-friendly, web-based service for analyzing and managing large volumes of data. The unique technology will allow Cartwheel to more cost effectively provide shopper based marketing decision support.

1010data has its roots in the financial sector. They currently provide data processing support to, among others, the New York Stock Exchange, Goldman Sachs, Merrill Lynch and JP Morgan Chase. More recently, 1010data has moved into the retail sector providing services for Pathmark and Drug Fair, and into the CPG sector providing services for Procter & Gamble.

"At Cartwheel, we have spent the last four years developing an in depth understanding of how to look at, and use, retailer shopper data. Along the way we realized the importance of having the right data processing technology. We believe we have found it with 1010data. Their technology allows us to work with large volumes of data easily and without significant set up time or expense. This positions us to measurably improve the business results that our retail clients can generate from their shopper information," said Larry Aronson, President & CEO of Cartwheel LLC.

Drug Fair has benefited first hand from the relationship between Cartwheel and 1010data. Drug Fair CEO Tim LaBeau said, "At Drug Fair, we made a decision to launch a loyalty program in early 2007. We selected Cartwheel and 1010data as our partners in that effort. Since making that decision we have successfully launched the We Care program and have begun to use our shopper data and the analysis provided by Cartwheel to influence key marketing decisions."

#### About Cartwheel LLC

Cartwheel LLC was founded in 2003 and specializes in working with retailers to deliver improved business performance through new or improved shopper based marketing programs. More information is available at <http://www.cartwheelLLC.com>.

#### About 1010data

1010data was founded in 2000 by pioneers of large-scale data systems on Wall Street. Drawing on that experience, 1010data has developed a data management platform that makes it easy to acquire, organize, manage, and analyze large volumes of complex, interrelated data. More information is available at <http://www.1010data.com>.