

MULTI-OUTLET+ UNIVERSE

Multi-Outlet+ reporting includes aggregation of the following channels reported in single total universe. Grocery, Drug, Mass Merchandiser, Club, Dollar, Military, Beauty, and Online Pure Plays.

Convenience and Pet Specialty are not part of the MULO+ aggregate, but are part of our extended coverage available via MULO+ with Convenience and MULO+ with Pet Specialty geography views.

The following retailers are included and represented in MULO+ with Convenience and Pet Specialty:

76	(89) BROTHERS FOOD MART	5BELOW
7 ELEVEN	99 RANCH MARKET	ACME MARKETS
AJ'S FINE FOODS	ALACO DISCOUNT	ALBERTSONS
ALBERTSONS LLC/EXPRESS	ALDI	ARMY & AIR FORCE EXCHANGE SERVICE
ALLIANCE ENERGY	ALTA CONVENIENCE	AMERICAN GAS & OIL INC
AMAZON GO	AMAZON.COM 1P	AMAZON FRESH
AMERICAN RETAIL SERVICES LLC	AMERICAS FOOD BASKET/IDEAL	BARTELL
BAKER'S	BALDUCCIS ALBERTSONS	BEL AIR
BASHAS'	BED, BATH & BEYOND	BIG LOTS
BELL STORES INC	BI MART	BJ'S
BIG M	BIG Y	BP/AMPM
BLARNEY CASTLE OIL CO	BOSSELMAN INC	BRUCETON FARM SERVICE INC
BROOKSHIRE BROS	BROOKSHIRE GROCERY	C N BROWN CO
BUCHANAN OIL CO	BYRNE DAIRY INC	CARDENAS MARKET
CANTRELL OIL 1ST STOP	CAR ENTERPRISES INC	CB PET MARKET
CASEYS GENERAL STORES INC	CASHWISE	CHEVRONTExaco CORP
CFM NEW YORK CITY INC	CHESTNUT PETROLEUM	CHOW HOUND
CHILDERS OIL CORP	CHOICE PET	CIRCLE K
CHR CORP	CHUCK AND DONS	CLARKS PUMP N SHOP
CITY MARKETS	CLARK OIL CO	COGOS CO
COAST GUARD EXCHANGE (CGX)	COBORNS	COSENTINOS
COLES ENERGY INC	COPPS	CRADDOCK OIL CO INC
COSTCO	COX OIL CO INC	CVS
CUB FOODS CORP	CUB FOODS/INDEP	DANDY MINI MARTS INC
D&W FRESH MARKET	D'AGOSTINO	DIERBERGS
DARI MART STORES INC	DEFENSE COMMISSARY AGENCY	DOCS DISC
DILLONS	DISCOUNT DRUG MA	DOLLAR GENERAL
DOGGIE STYLE PETS	DOGS AND CATS RULE	DUANE READE
DOUBLE QUICK INC	DRUG EMPORIUM/IN	EG GROUP
E & C ENTERPRISE	EARTHWISE PET SUPPLY	ENMARK STATIONS INC
EL RANCHO	ENGLEFIELD OIL CO	FAMILY DOLLAR
ENT INC	F W ALBRECHT	FAREWAY STORE
FAMILY EXPRESS CORP	FAMILY FARE	FEEDERS SUPPLY COMPANY
FAS MART CONVENIENCE STORES	FEARLESS FARRIS SERV STATIONS	FIKES WHOLESALE
FESTIVAL FOODS	FIESTA MART	FLASH MARKET
FIRST COAST ENERGY LLP	FKG OIL COMPANY	FOOD GIANT
FOOD 4 LESS/KROGER	FOOD CITY	FOODS CO
FOOD LION	FOODMAXX	FRIENDLY EXPRESS INC
FOODTOWN	FRED MEYER	FUEL MAXX
FRESH START CONVENIENCE INC	FRESH THYME FARMERS MARKET	GELSONS/MAYFAIR
FRUTH	FRY'S FOOD STORE	GIANT EAGLE INC/GETGO

G & M OIL CO INC	GATE PETROLEUM CO	GIANT INDUSTRIES INC
GERBES	GIANT EAGLE	GIT N GO CONV STORES INC
GIANT FOOD	GIANT FOODS	GREERS
GIANT OIL	GIER OIL COMPANY	GULSHAN ENT
GO MART INC	GOPUFF	HANDEE HUGOS CONV STORES
GRISTEDES	GROCERY OUTLET	HARPS
H MART	HAGGEN	HARVEYS
HANNAFORD	HARDINGS FRIENDLY	H-E-B
HARRIS TEETER	HARVEST FOODS	HEINENS INC
HASSAN & HASSAN CORP	HEALTHY SPOT	HOLIDAY OIL COMPANY
H-E-B CENTRAL MARKET	H-E-B PLUS	HY VEE DRUGTOWN
HEN HOUSE	HISCHOOL	JACKSONS FOOD STORES INC
HOLLYWOOD FEED	HOMELAND	JET FOOD STORES OF GA INC
HY VEE FOOD STORES/CONV DIV	HY-VEE	JOHNSON OIL CO
INGLES MARKETS	J & H OIL INC	K & K FOOD MART
JAY C STORE	JERNIGAN OIL	KENJO MARKETS
JEWEL	JEWEL-OSCO	KEYSTONE
JOLLEY ASSOCIATES	JORDANS KWIK STOP	KINGS SUPERMARKET
KEITHCO PETROLEUM INC	KELLEY WILLIAMSON	KMART
KENT OIL INC	KEY FOOD STORE	KRISERS
KING KULLEN	KING SOOPERS	KROGER OCADO
KINNEY	KJS MARKET	KWIK TRIP INC
KRASDALE	KRAUSE GENTLE CORP	LEE OIL CO
KRIST OIL CO	KROGER	LIL THRIFT FOOD MARTS INC
KWIK CHEK STORES INC	KWIK FILL RED APPLE DIV	LOWES FOODS CAROLINAS
LA MICHOACANA MEAT MARKET	LANDMARK INDUSTRIES INC	LUNDS BYERLY
LEWIS	LIDL	MAPCO EXPRESS
LITTLE GENERAL STORES INC	LOVES COUNTRY STORES INC	MARIANO'S FRESH MARKET
LOWES/BIG8/MERCADA	LUCKY/SAVE MART	MARKET BASKET TX
M & R ENTERPRISES OF BREVARD	M M FOWLER INC	MAVERIK COUNTRY STORES INC
MARCS	MARCS	MDI PIGGLY WIGGLY
MARINE CORPS EXCHANGE (MCX)	MARKET BASKET	MEIJER
MARTIN & BAYLEY INC	MARTINS	MIDJIT MARKET INC
MDI CARLIE CS IGA	MDI FAIRVALUE HOMETOWN FOODS	MORTON WILLIAMS
MDI QUALITY FOODS	MEDIC DISCOUNT	NAVARRO
MEIJER CONVENIENCE STORES	MFA PETROLEUM	NEW SEASONS MARKET
MIDWEST PETROLEUM CO	MIRABITO FUEL GROUP	NOB HILL FOODS
MUD BAY	MURPHY EXPRESS	ONCUE MARKETING
NAVY EXCHANGE SERVICE COMMAND (NELLA OIL CO	PAR MAR OIL COMPANY
NEWCOMB OIL CO	NIEMANN FOODS/COUNTY MARKET	PET FOOD EXPRESS
NORTHGATE MARKET	ODESSA CORP	PET SUPPLIES PLUS
OWENS SUPERMARKET	PAK N SAVE	PETPEOPLE
PATEL BROTHERS	PAY LESS SUPER MARKET	PETSENSE
PET PROS	PET SUPERMARKET	PILOT CORP
PETCO	PETES CORP	PRESIDENTE SUPERMARKET
PETROMARK INC	PET'S BARN	PRICE CHOPPER/BALLS
PETSMART	PICK 'N SAVE	PUBLIX
PITT STOP STORES	PLAID PANTRIES INC	QUALITY OIL CO LLP
PRICE CHOPPER	PRICE CHOPPER/AWG	QUIKTRIP CORP/DES MOINES DIV
PRICE LESS FOODS	PRICE RITE	RACETRAC/GULF DIV
PUBLIX SABOR	QFC	RAMEY SUPERMARKET
QUICK CHEK FOOD STORES	QUIK WAY FOOD MART	RAYS FOOD PLACE
R L JORDAN OIL CO INC	R L VALLEE INC	REDNERS
RALEY'S	RALPHS	ROSAUERS SUPERMARKET

RANDALLS	RANGER ENTERPRISES INC	SAFEWAY
REASORS	RED EAGLE FOOD STORE	SAVE MART
RICKER OIL COMPANY	RITE AID	SEDANOS
ROUSE'S	S & S OIL INC	SHELL
SAM'S CLUB	SAVE A LOT	SHOPPERS FOOD
SAVINGS OIL CO	SCHNUCKS	SMITHLAND PET
SHAWS	SHEETZ INC	SOUTHWEST CONV STORES INC
SHOP N SAVE	SHOP RITE INC	SP NASH FINCH CRP
SHOPRITE	SMART & FINAL	SPRING MARKET
SMITHS FOOD	SNYDERS	STAR STOP
SOUTHWEST GEORGIA OIL CO INC	SP NASH FINCH CORP	STOP & GO
SPEEDWAY SUPERAMERICA LLC	SPINX OIL CO INC	STOP IN FOOD STORES INC
SPROUTS	STAR MARKET	SUNCOR ENERGY USA INC
STATER BROTHERS	STEWARTS SHOPS CORP	SUPER SAV-ON DRG
STOP & SHOP	STOP & SHOP	TARGET PFRESH
STRACK & VAN TIL	SUN MART	THE FRESH MARKET
SUNOCO INC	SUPER ONE FOODS	THORNTON OIL CORP
SUPERIOR SUPER WAREHOUSE	TARGET	TOM THUMB
TARGET SUPERCENTERS	TERRIBLE HERBST INC	TOOT N TOTUM FOOD STORE
THE PARKER COMPANIES	THOMASVILLE TRAVEL CONVENIENCE	TRADER JOES
THRIFTY WAY	THRIFTY-WHITE	TRUE NORTH ENERGY
TOMLINSONS	TOMMYS HANDY MART FOOD STORES	ULTA BEAUTY
TOPS FRIENDLY MARKETS	TOWN PUMP FOOD STORES	UNITED GROCERY OUTLET
TRAVEL CENTERS OF AMERICA	TRI STAR ENERGY	VG FOODS
TWO BOSTONS	TWO FARMS INC	WALGREENS
ULTRA FOODS	UNITED	WEIS MARKETS
UNITED SUPERMARKETS	VALLARTA SUPERMARKET	WINCO
VONS	VONS PAVILIONS	WOODMANS
WALMART	WEGMANS	WINN DIXIE
WESTERN BEEF	WHOLE FOODS	WOODLANDS PET FOOD & TREATS