



MVI Predicts The Top 10 Retail Trends for 2007-2012

Need-to-Know Retail Insights Provide Clarity To Suppliers

Cambridge, MA – (April 27, 2007) – The “Top 10 Retail Trends That Will Rock Your World,” will be presented to consumer products suppliers by Management Ventures Inc. (MVI) at their 14th Annual Mid-Year Forum in Boston, MA (June 6, 7, 8) and in Dallas, TX (June 12, 13, 14). The top ten trends are the keystone of MVI’s forum theme, “Supplier Value Creation 2012.”

Among the trends that MVI will discuss are: Best-Practice Customer Tiering and Segmentation, Managing Shopper Centricity and Complexity, Creating Unique Customer Value ...Retailer Branding and Differentiation Strategies, Preparing For The Private Label Evolution, Predicting the Format of the Future, Uncovering The Future of Health, Wellness and Innovation, Driving Cross-Functional Account Team Excellence, Maximizing Customer Profitability, The Latest Business Intelligence (Technology) Enablers, and Unlocking The New Science of Retailer Pricing.

MVI will present vital research and insights on these trends, based on its prediction and analysis. Commenting on what these trends might mean to a branded manufacturer Bryan Goldenberg, MVI’s Chief Knowledge Officer, said, “Many of the retailers that use the staple US retail pricing strategies, such as ‘EDLP’, ‘Hi-Lo’ and ‘Convenience Premium’ pricing must adapt to the new science of retailer pricing or face declining market share.”

Among the many speakers at the MVI Mid-Year Forum, will be industry expert, Tom Muccio, retired President of Proctor & Gamble’s Global Customer Teams and current CEO of BioBased Technologies. Leading MVI retail analysts will also give groundbreaking presentations. MVI delivers the industry’s most forward-looking, fact-based insight into U.S. retailing, with 3-5 year customer views, detailed perspectives on the latest retail trends, plus topical issues impacting suppliers and retailer alike.

The Mid-Year Forum is the CPG industry’s best destination for MVI’s unique insights, concrete strategies and tactics required for delivering winning account and strategic retailer business plans.

Nearly 600 attended MVI’s Year-End Forum in Atlanta, Georgia last December. Each forum has a one-day general session showcasing the big-picture issues. The other days are retail insight workshops focused on individual retailers such as, Wal-Mart International, Target, Safeway, Tesco, Sears Holdings, Kroger, Ahold, Costco, CVS, Walgreens, SuperValu, Dollar Stores and others. Clients rely on MVI everyday for retail intelligence to make the best-informed decisions.

Check out more forum highlights at <http://www.MVI-Insights.com/MYF> <<http://www.MVI-Insights.com/MYF>> or call 1.800.370.3261 for a complimentary brochure.

MVI’s Retail Insight: Research, Analysis, Retail Consulting and Training Leadership

For nearly 20 years, Management Ventures, Inc. (MVI), a WPP Group company, has provided strategic retail insight and



analysis focused on the top global retailers. MVI's retail analysts guide suppliers, brand manufacturers, financial institutions, agencies as well as strategic marketing companies with their objective thought leadership in aligning their businesses more closely with their retail customers'.

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