

Retailing 2015: New Frontiers

2015 is only eight short years away, but the environment for retailing will be dramatically different than it is today. What are the top 15 trends that will challenge retailers and suppliers in the years ahead? How can your organization best navigate the new frontiers? Attend THE premier industry event for retail and supplier executives for the answers.

*Hundreds of senior executives in strategy, marketing, consumer insights, merchandising, category management, business development and market research will convene at TNS Retail Forward's 2007 Strategic Outlook Conference **Retailing 2015: New Frontiers**.*

Join us and learn from the industry's leading analysts as they explore what lies ahead and help you prepare for the new frontiers of Retailing 2015. Find out:

- How the shopper landscape will evolve
- Where suppliers will find growth
- What new formats and concepts will develop
- Which new technologies will change the balance of power
- What tomorrow's retail enterprise will look like

AGENDA

*Registration and Continental Breakfast: 7:45 a.m.—8:30 a.m.
Program Starts: 8:30 a.m.*

Welcome and Opening Remarks

Shopper 2015

The shopper landscape will undergo dramatic change through 2015. Important shopper segments entering into new lifestyles and the emergence of new lifestyles and mindsets will impact where, when, how and why shoppers purchase products and interact with retailers. This session will focus on the most important changes that will occur among shoppers—both in the United States and around the world—and their implications for retailers and suppliers.

Tools and Technologies 2015

The impact of technology on the retail supply chain and the consumer shopping process through 2015 will be profound, persistent and pervasive. The growth and development of RFID, wireless broadband, in-store media, social networking and related phenomena will transform the nature of stores, non-store retailing and trading partner coordination. This session focuses on these new technologies, the tools they will breed and, more importantly, how they threaten to change the balance of power in consumer products marketing forever.

Morning Break—Sponsored by Crossmark



When and Where:

Thursday, April 19, 2007
San Francisco Airport Marriott
Burlingame, CA

Wednesday, April 25, 2007
Hyatt Regency Chicago
Chicago, IL

Wednesday, May 2, 2007
Sheraton Toronto Centre
Toronto, Ontario, Canada

Wednesday, May 16, 2007
Crowne Plaza Times Square
New York, NY

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Strategy-Driven Marketing, Design, and Innovation

Luncheon Sponsor:



AllianceData

Morning Break Sponsor:

CROSSMARK

Canadian Event Sponsor:

PRICEWATERHOUSECOOPERS

WHY YOU SHOULD ATTEND

- Connect with your peers.
- Learn new ways to grow your business from industry leaders.
- Take away practical examples and ideas you can implement tomorrow.

*Conference sponsorship opportunities
still available!*

*Take advantage of Retail Executive and
Early Bird Discounts!*

AGENDA (continued)

Connecting with Consumers: Formats for the Future

Going forward, retailers will have more options for making a connection with customers than ever before. E-commerce will continue to evolve, yet the definition of multi-channel retailing will grow to encompass more than just the combination of stores, catalogs and an online presence. Retailers will have to consider everything from smaller, locally relevant store formats to mobile marketing and m-commerce. Many of the world's largest retailers will be out of expansion runway for their current concepts by 2015—if not well before. In this environment, what new formats and new concepts will develop as retailers look for opportunities to sustain growth and create more relevant customer touchpoints?

Supplier 2015

The battle for retail floor and shelf space will continue as 2015 approaches. Further penetration of private brands will challenge suppliers to find growth opportunities in new products, promotions and merchandising, and forge new kinds of relationships with their retail customers. This session details how suppliers and supplier strategies will evolve between now and 2015.

Lunch—Sponsored by Alliance Data

Managing the Triple Bottom Line

Retail management in 2015 will move beyond purely economic measures to incorporate a greater emphasis on social responsibility and sustainability. In this session, learn how global, social and ethical forces will shape the management and leadership of tomorrow's retail enterprise.

Retailing 2015: Top 15 Trends

2015 is only eight short years away, but the environment for retailing will be dramatically different than it is today. This session wraps up the Top 15 trends that will challenge retailers and suppliers in the coming years and delivers insights on how your organization can best navigate the road to 2015.

Program Ends: 3:30 p.m.

Be the first to receive a copy of
Retailing 2015: New Frontiers, a special
report from TNS Retail Forward.



The TNS Retail Forward Strategic Outlook Conference is a benefit of membership in the Retail Forward Intelligence System™.

About TNS Retail Forward

TNS Retail Forward (www.retailforward.com) is a global management consulting and market research firm specializing in retailing and consumer products marketing. Our leadership and staff develop customized strategic solutions for the world's leading retailers and consumer products companies—from growth strategy and market positioning to shopper insights and distribution channel analysis. More than 250 companies worldwide rely on the Retail Forward Intelligence System™ for consumer research and economic forecasting of retail channels. For more information about the Retail Forward Intelligence System™ or to subscribe to the company's free newsletters, visit the company online at www.retailforward.com or contact Katherine R. Clarke at kclarke@retailforward.com

Lois Huff

Ms. Huff is a Senior Vice President with TNS Retail Forward and specializes in the development of retailer and supplier market positioning and channel strategies. She has more than 20 years of specific expertise in the design, analysis and application of market research to the strategic planning process. Ms. Huff also has considerable expertise in consumer demographics, attitudes and behaviors related to the retail shopping process.

Elaine Pollack

Ms. Pollack is Executive Vice President of TNS Retail Forward. She has more than 30 years of consulting experience with retailers and consumer products companies. Ms. Pollack specializes in strategic planning and marketing research and analysis designed to identify and characterize opportunities for business development and profitable sales growth.

Tom Rubel

Mr. Rubel is President of TNS Retail Forward and has more than 25 years of consulting experience with retailers and consumer products companies. During his career he has led a number of consulting engagements assisting companies in improving performance and increasing shareholder return by clarifying vision and enhancing customer value. Mr. Rubel specializes in helping clients transform themselves in response to or in anticipation of market change.

James Russo

Mr. Russo is a Vice President with TNS Retail Forward and has more than 16 years of experience in business development and market research across all sectors of the retail and consumer products industry. During his career, he has delivered strategic analysis of economic, retail and consumer insights to the executive teams of leading retailers, suppliers, and insights providers.

Dan Stanek

Mr. Stanek is an Executive Vice President with TNS Retail Forward and has more than 20 years of experience in consumer marketing and retail consulting for Fortune 500 companies. He specializes in marketing strategy, channel strategy and brand development. Mr. Stanek has extensive experience developing brand and retail market positioning strategies for many of the nation's leading retailers and consumer products companies.

Mary Brett Whitfield

Ms. Whitfield is a Senior Vice President and Director of the Retail Forward Intelligence System™. She has more than 13 years of consulting experience with retailers and consumer products companies. Additionally, she spent four years at retail companies in market research, strategic planning and sales development roles. Ms. Whitfield's consulting specialties include strategic planning, analysis of competitive positioning, industry and company analysis and primary consumer research.

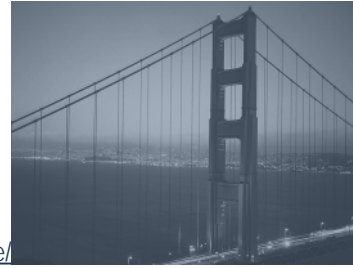
ACCOMMODATIONS

Guests are responsible for their own transportation, hotel reservations and room charges. Please make your hotel reservation as soon as possible to ensure availability.

Thursday, April 19, 2007

San Francisco Airport Marriott
1800 Old Bayshore Highway
Burlingame, CA 94010
Phone: 650-692-9100 Fax: 650-692-8016
<http://www.marriott.com/SFOBG>

A block of rooms has been reserved at the San Francisco Airport Marriott for the evening of Wednesday, April 18, 2007 at a discounted rate of \$139 (single/double) per night. TNS Retail Forward Strategic Outlook Conference attendees are responsible for making their own reservations. To make reservations online, go to <http://marriott.com/property/propertytype/sfobg?groupCode=rfrfca&app=resvlink>, the group discount code will automatically appear and be applied. Reservations must be made by Saturday, March 24, 2007 to qualify for the discounted room rate. Cancellation of the individual reservations must be made by 6:00 p.m. the day of the reservation. Check-in—3:00 p.m. Check-out—12:00 noon



Wednesday, April 25, 2007

Hyatt Regency Chicago
151 East Wacker Drive
Chicago, IL 60601
Phone: 888-421-1442 Fax: 312-239-4541
<http://www.chicagoregency.hyatt.com>

A block of rooms has been reserved at the Hyatt Regency Chicago for the evening of Tuesday, April 24, 2007 at a discounted rate of \$222 (single/double) per night. TNS Retail Forward Strategic Outlook Conference attendees are responsible for making their own reservations. To make reservations online, go to https://resweb.passkey.com/Resweb.do?mode=welcome_ei_new&eventID=42928&fromResdesk=true. When making reservations, you must identify yourself as "Retail Forward Conference 2007 Attendee" to receive the conference discounted rate. Reservations must be made by Saturday, March 24, 2007 to qualify for the discounted room rate. Cancellation of the individual reservations must be made up to 72 hours prior to check-in date. Check-in—3:00 p.m. Check-out—12:00 noon.



Wednesday, May 2, 2007

Sheraton Toronto Centre
123 Queen Street Wes
Toronto, Ontario, M5H 2M9, Canada
Phone: 416-361-1000 Fax: 416-947-4854
<http://www.sheraton.com/centretoronto>

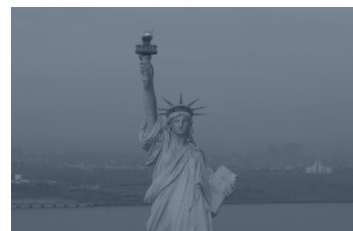
A block of rooms has been reserved at the Sheraton Toronto Centre for the evening of Tuesday, May 1, 2007 at a discounted rate of \$189 (CAN) (single/double) per night. TNS Retail Forward Strategic Outlook Conference attendees are responsible for making their own reservations. To reserve your room, please call 416-361-1000 and identify yourself as part of PWC Retail Forward to receive the conference discounted rate. Reservations must be made by Sunday, April 1, 2007 to qualify for the discounted room rate. Cancellation of the individual reservations must be made up to 48 hours prior to check-in date. Check-in—4:00 p.m. Check-out—12:00 noon.



Wednesday, May 16, 2007

Crowne Plaza Times Square
1605 Broadway at 49th Street
New York, NY 10019
Phone: 212-977-4000 Fax: 212-333-7393
<http://www.manhattan.crowneplaza.com>

A block of rooms has been reserved at the Crown Plaza Times Square for the evening of Tuesday, May 15, 2007 at a discounted rate of \$289 (single/double) per night. TNS Retail Forward Strategic Outlook Conference attendees are responsible for making their own reservations. To make reservations online, go to <http://www.manhattan.crowneplaza.com/> and under "Corporate, Group Booking & IATA Identification (optional)", enter "RTFP" as the Group Code. Reservations must be made by Tuesday, April 24, 2007 to qualify for the discounted room rate. Cancellation of the individual reservations must be made up to 72 hours prior to check-in date. Check-in—3:00 p.m. Check-out—12:00 noon.



Retail Forward Intelligence System™
2007 Strategic Outlook Conference Registration Form
 Retailing 2015: New Frontiers

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ATTENDEE INFORMATION

Please complete registration form (One form per person)

Indicate which conference you will be attending:

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Hyatt Regency Chicago
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- Wednesday, May 2, 2007**
Sheraton Toronto Centre
Toronto, Ontario Canada
- Wednesday, May 16, 2007**
Crowne Plaza Times Square
New York, N.Y.

Are you a Retail Forward Intelligence System™ member?

- Yes No

Not sure whether you're a member of the Retail Forward Intelligence System™? Visit our Web site at <http://www.retailforward.com> or contact Maybelle Trocio-Ball at mtrocioball@retailforward.com.

- Retailer Non-Retailer

Name on Badge _____

Name _____

Title _____

Company/Organization _____

Address _____

Address 2 _____

City _____

State, Zip _____

Country _____

Phone _____

Fax _____

E-Mail _____

Registration Type	Early Bird Registration (before 3/26/2007)	Registration Fee
Retail Forward Intelligence System™ Member (Up to 10 FREE, based on membership type*)	FREE	FREE
Retail Forward Intelligence System™ Additional Attendees	\$250 (US)	\$250 (US)
Retailer (Non-member)	\$295 (US)	\$395 (US)
Other (Non-member)	\$895 (US)	\$995 (US)

PAYMENT METHOD

Total Amount Due _____
 Cardholder Name _____
 Credit Card Type _____
 Credit Card Number _____
 Credit Card Expiration _____



Bank Wire Transfer Information:

Huntington National Bank, Columbus, OH 43216
 Routing # 044000024
 Credit to the Account of: Retail Forward Inc.
 Acct. # 01892116253.
 Please fax a copy of your bank wire transfer to Retail Forward at 614-355-4059.

Note: Registrations will not be processed without FULL PAYMENT. Registration payment must be made by credit card or bank wire transfer. Payment in U.S. dollars only. A confirmation of your registration will be sent immediately upon processing of your registration fee.

Cancellation Policy

Refunds, less an administrative fee of \$50.00, will be made for all cancellations received in writing before **April 15, 2007**. No refunds will be made after that date, but a substitution of attendee(s) may be made by notifying Retail Forward.

PLEASE RETURN THIS COMPLETED FORM VIA FAX OR E-MAIL TO:

Maybelle Trocio-Ball
 TNS Retail Forward
 Fax: 614-355-4059
mtrocioball@retailforward.com

***QUESTIONS OR TO VERIFY MEMBERSHIP TYPE**

Contact Maybelle Trocio-Ball at mtrocioball@retailforward.com or 614-355-4002