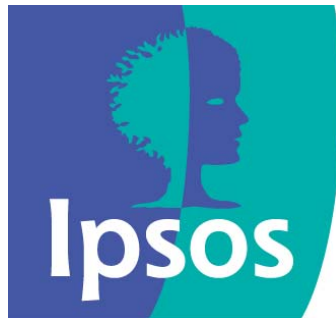


Safeway To Collaborate With Shopping Research Center

Duke-Ipsos Research Center announces Safeway to join as Retail Board Advisor

Public Release Date: Monday, June 18, 2012, 6:00 AM EST



Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. In October 2011 Ipsos completed the acquisition of Synovate. The combination forms the world's third largest market research company. With offices in 84 countries, Ipsos delivers insightful expertise across six research specializations: advertising, customer loyalty, marketing, media, public affairs research, and survey management. Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe. Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,363 billion (\$1.897 billion U.S.) in 2011.

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New York, NY, June 18, 2012 – The Duke-Ipsos Research Center is gaining the support of one of America's leading grocery chains. Leading global custom market research company Ipsos is pleased to confirm that Safeway Inc., the second-largest U.S. grocery chain in the U.S., has joined the Duke-Ipsos Research Center as a Board Advisor.

"We are very excited to be partnering with Ipsos, Duke University's Fuqua School of Business and a select group of CPG companies on this initiative," says Deb Fifies, Vice President, Consumer & Shopper Insights for Safeway. "We believe that the Center is a compelling collaboration across retailers, manufacturers and the academic community."

The Duke-Ipsos Research Center, jointly led by Duke University's Fuqua School of Business and Ipsos, consists of seven premier consumer packaged goods (CPG) manufacturers as well as Retail Board Advisors.

"We are thrilled to be working with Safeway in advancing the science of how shoppers decide," says Mark Berry, Executive Vice President who heads Shopper Insights at Ipsos and co-leads the Center along with Professor Gavan Fitzsimons, Kirby Research Fellow and Professor of Marketing and Psychology at Duke. "We created the Duke-Ipsos Research

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Center to gain deeper insights into the judgments and choices that go into the shopping experience. The Center's ability to conduct breakthrough experiments will be greatly enhanced with Safeway's participation."

The purpose of the Center is to advance the knowledge of participating members through a better understanding of the decision theory associated with creating demand generation through the shopping experience. While Board Members consist of CPG companies, Retail Board Advisors will predominantly consist of retailers that guide the Board on their research plans and share in the learning from the Duke-Ipsos Center's research projects. Participating retailers will also provide access to their stores for research testing. Companies with questions may contact Gavan Fitzsimons at Gavan@duke.edu or Mark Berry at mark.berry@ipsos.com.

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