

## Company Fact Sheet

### QUICK FACTS

- The leader in wellness-driven shopper marketing
- Founded in 1987 as Healthnotes®, “expanded” into Aisle7™ in 2008
- Key markets: English-speaking countries worldwide
- Global network of over 2,000 interactive kiosks in retail locations and over 200 Web properties
- More than 140,000 shopper interactions every day
- Privately held
- Headquarters: Portland, Oregon
- International Office: Petworth, United Kingdom

### PROFILE

Aisle7 delivers customized wellness-driven shopper marketing programs to engage shoppers and drive sales—in-store, online, and on the go with mobile apps—for supermarkets, drugstores, and natural product retailers worldwide.

With more than 20 years of experience in delivering science-based health and wellness content and multi-platform programs, Aisle7 is uniquely positioned to help retailers capitalize on these converging trends with a highly flexible platform designed to deliver your wellness program, your way. The Aisle7 network drives more than 50 million shopper visits annually across retail locations, websites, and phones worldwide. Visit [Aisle7.net](http://Aisle7.net) to learn more.

### PRODUCTS & SERVICES

Innovative, multichannel solutions proven to inspire shoppers to buy fresh, healthy foods and products.

#### AISLE7 IN-STORE™

Interactive shopper marketing programs that address the needs of today's information-seeking consumers.

#### AISLE7 ONLINE™

Customizable program featuring Interactive Widgets, marketing tools, and articles to drive sales in food, nutrition, and pharmacy categories.

#### Aisle7 MOBILE™

Retailer-specific applications for all mobile platforms to bring the power of Aisle7 directly to the phone.

#### AISLE7 SERVICES™

Customization options, consulting, training, and more.

### CUSTOMERS

We provide in-store, online, and mobile marketing solutions to leading retailers, including eight of the top ten US supermarkets.



In addition to leading food and drug retailers, Aisle7 solutions are used by media and entertainment companies, employee wellness programs, healthcare professionals, and more to educate and inspire consumers with relevant, useful wellness information and interactive tools.

### TEAM

The Aisle7 team provides extensive experience in consumer marketing, retail, publishing, education, healthcare, and technology. Before joining Aisle7, team members made contributions to companies such as AT&T, Corbis, GNC, Intel, Haggen, Johnson & Johnson, Mattel, Microsoft, New Seasons, Oracle, Pharmacia, WebMD, and WebTrends to name a few. In addition to their experience and knowledge, our team shares the common goal of building Aisle7 into an exceptional company and having fun while we do it. Visit [Aisle7.net](http://Aisle7.net) to meet our team.

### LEARN MORE

FREE ONLINE DEMOS // [Aisle7.net](http://Aisle7.net)

INDUSTRY INSIGHTS // [Blog.Aisle7.net](http://Blog.Aisle7.net)

TWITTER // [Aisle7](https://twitter.com/Aisle7)

FACEBOOK // [Fresh Ideas Center](https://www.facebook.com/Aisle7)

### PUBLIC RELATIONS CONTACT

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