



## **Frequently Asked Questions**

### **Healthnotes is now Aisle7™**

This exciting change marks the beginning of the next phase of growth for the company and for wellness marketing in supermarkets and drugstores. If you have any questions not answered here, please give us a call at 800.659.7630 and select option 7. Or contact your Aisle7 representative.

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#### **Why the change to Aisle7?**

It's simple really... we have grown out from our initial market. Over the past several years, we have evolved significantly—moving beyond our roots in nutrition centers and pharmacies, and developing true storewide programs for marketing health & wellness at retail. We've expanded into mainstream supermarkets, gourmet food stores, traditional drugstores, and online retailers. And in that time, our product line has expanded to meet the needs of these retailers.

But for all the change that's happened in the last several years, the real change has just begun. In 2008, we'll be announcing a series of innovative new products to continue to meet the evolving needs of food and drug retailers.

#### **What does Aisle7 mean?**

Aisle7 is about providing shoppers with fresh ideas for healthy living, while providing retailers with fresh ideas for wellness marketing—in every aisle, every day.

#### **What happened to the Healthnotes name?**

Healthnotes remains a brand that retailers know and trust, and is now the name for our industry-leading shopper guide (content library) to health conditions, vitamins & herbs, and drug-nutrient interactions.

#### **I thought Healthnotes included all of your content. Now it just seems like health & wellness. Why the change?**

Over the last few years, our product line has grown immensely—we're now so much more than health conditions and supplements! Healthnotes remains the perfect name for our core health and supplement content, but simply doesn't convey the breadth of shopper guides, shopping tools, and retailer resources that make the Aisle7 solutions so comprehensive and valuable.

Aisle7 Shopping Guides include:

- Healthnotes®, our industry-leading guide to health conditions, vitamins & supplements, and prescription and over-the-counter medications
- Foodnotes®, our unique guide to eating well, with fast, healthy recipes, and tips on choosing and preparing fresh foods
- Mednotes™, our comprehensive library of patient information on prescription and non-prescription medications



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- Winenotes™, our expert guide to choosing, storing, and pairing dozens of the most popular wine varieties
- Dietnotes™, our guide to managing weight and staying fit

### **Was Healthnotes purchased?**

No. Aisle7 remains an independent, privately-owned company based in Portland, Oregon. Our management team remains intact, and we are committed to the future growth and success of the company.

### **What is Skye Lininger's role now that he's promoted Jeff Beyer to CEO?**

Skye is still very much involved and will be focused on business development and strategy issues in his position as Chairman. Jeff Beyer, the new CEO, has been with Aisle7 for nearly three years as Chief Operating Officer and is well prepared to take the reins on overall management of day-to-day operations.

### **What will change for me?**

Because Aisle7 is committed to bringing you the best in shopper marketing and wellness marketing, our whole program is expanding. This means access to many new products, programs, integrations, and services that will drive increased loyalty and sales. You'll see our pace of innovation accelerate.

Operationally, the main change you'll notice is that your invoice and all customer communications will come from Aisle7 rather than Healthnotes.

Changes to our website:

- The URL for our website will change to [www.aisle7.net](http://www.aisle7.net). All [www.healthnotes.com](http://www.healthnotes.com) pages will resolve to the new website automatically (this also applies to e-mail addresses).
- Our website will contain several new features, including an interactive blog discussing the latest industry news, research in health & wellness, and much more. Find it at [blog.aisle7.net](http://blog.aisle7.net), and feel free to contribute!
- Our technical support site will change to [www.aisle7.net/support](http://www.aisle7.net/support). Our support staff will continue to be available at 877.659.7630, or at [support@aisle7.net](mailto:support@aisle7.net)

### **What won't change?**

Our people. Our commitment to delivering innovation to the industry and our commitment to health & wellness at retail. And our commitment to delivering you top-notch customer service.

### **How does this affect my kiosks?**

Your kiosks may feature Healthnotes logos, graphics, or other branding. If you would like new graphics, we have a variety of options to choose from, or can work with you to create custom designs for your stores. You may also continue to use any existing graphics if you choose.



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If your current kiosk software contains the Healthnotes logo in the upper left-hand corner, your next release (coming summer 2008) will contain a new logo featuring Aisle7 consumer branding—“Healthy Ideas, Fresh Daily.”

New consumer branding:



If you are interested in customizing your kiosk software or hardware graphics, or would like to upgrade any of the elements in your kiosk program, please contact your Aisle7 sales representative, or call us at 800.659.7630.

### **How does this affect my website?**

There will be no immediate impact, and if you do nothing, your current web implementation will continue to function normally and will continue to be served through the healthnotes.info domain. You may notice a small change in the copyright notice at the bottom of articles. Look for exciting new web products later this summer.

### **Does this affect existing contracts?**

No, existing contracts between Healthnotes, Inc. and customers, vendors, and partners will continue unchanged. Aisle7 will continue to recognize the Healthnotes, Inc. name for legal purposes, and will also continue to accept payments made out to Healthnotes.

### **What if my question wasn't answered here?**

Simply give us a call at 800.659.7630 and selection option 7. We'll make sure all of your questions get answered. All of us at Aisle7 are excited to continue to bring you innovative new solutions for many years to come.

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