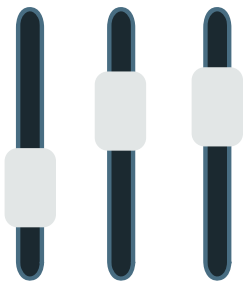


TRYIT FOR SAMPLING

When it comes to consumer-generated content, more is more. Greater review volume is proven to positively impact sales conversion and build higher consideration with consumers. But how do you collect reviews if you don't have any customer contacts, or if you are launching a brand new product? Now you can jumpstart collecting these valuable reviews by running product-sampling campaigns with our sampling community, TryIt.

With TryIt, your brand can easily create and customize product-sampling campaigns to solicit ratings and reviews from real consumers to publish online through retailer websites. All you have to do is provide the product and shipping – we'll take care of the rest.

HERE'S HOW IT WORKS:



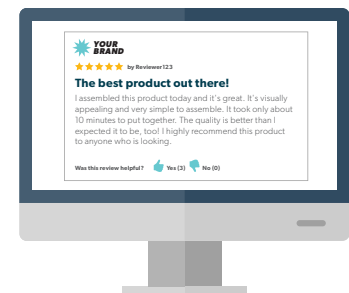
Customize your sampling campaign.

Work with our team to customize your product sampling program by specifying the products and quantity you wish to sample to get the most out of your campaign.



Tap into the TryIt community.

We provide a community of real shoppers eager to select, try, and review your products. Over 90% of products sampled through TryIt led to a review submission.



Ship products out. Get reviews in.

Once our community members have selected the product they wish to sample, we let you know who and where to ship the product. Best of all, it only takes a few days after products ship to start seeing reviews.