



ReCOUNT®

Your Source for Competitor Restaurant Locations

SOURCED FROM SFPD

Make faster, smarter decisions with the ReCount® database of restaurant locations

ReCount® Restaurant Database Quick Facts

Chain Names with more than 1 locations	9,129
Categories	53
Subcategories	83
Total Records	578,353
Independent Locations	303,913
Chain Locations	274,440

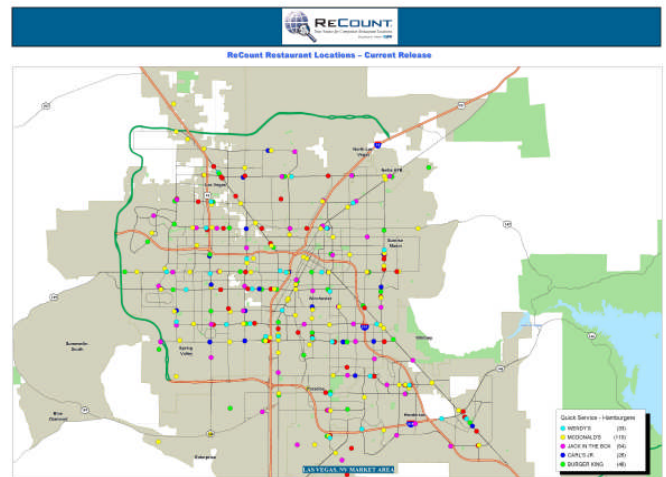
Find the ideal sites for your locations

ReCount® provides the answers and the power to quickly and efficiently analyze existing restaurant sites to help you:

- Select locations for new site analysis
- Identify untapped potential and avoid unfavorable competitive situations
- Develop expansion plans to maximize profitability
- Make decisions more quickly and precisely and prioritize resources
- Analyze market potential and competitive threats
- Analyze the restaurant universe proactively
- Determine growth segments as they relate to your concept

ReCount®: An Invaluable Tool for Restaurant Site Selection and Analysis

The ReCount® Restaurant database is a current, verified file of retail locations consolidated into a comprehensive list of more than 578,353 records in every market in the United States and Canada. It provides a complete, continually updated view of today's restaurant landscape, making it an invaluable tool for site selection and analysis. ReCount® can help you make intelligent, strategic decisions quickly utilizing up-to-date information. The data we deliver can be completely customized. Select the fields and geographic



Restaurant locations in the Las Vegas Market

areas that pertain to your business and choose the format that works for you. ***In addition, ReCount® data will***

work seamlessly with your current mapping applications.

What makes ReCount® different from other databases?

ReCount's® enhanced sales estimate is based on a proprietary methodology that calculates an annual sales estimate for each location based on the customer base and density, physical location and competitive environment for each store's trade

area. This process is more accurate than conventional estimating methods or retailer interviews, which are subjective, with results that are difficult to replicate consistently. Other methods based on store averages or employee counts have

great fluctuations from year to year and are all based on broad industry averages. ReCount® is a thorough, ***continually updated*** database that is checked for accuracy and completeness utilizing the most reliable sources and rigorous processes available.



The Most Comprehensive Restaurant List Available

Data

The data is compiled from commercially and publicly available sources as well as *The NPD Group's own proprietary data* for the restaurant industry, including:

- Chain Directories from HQ
- Internet Chain Directories
- Franchise Circulars
- Business List and Phone Data
- Shopping Mall Directories
- Public/State Data
- Restaurant Guides and Magazines
- Airport Directories
- Phone Verifications

Vintage

ReCount® is continuously updated. License the file by requesting specific chain, geography or category or any combination.

Current release:
Fall 2009.

Call 630.416.9924 today and put the power of ReCount® to work for you!

Other location data available: Insurance, Banking, Hotels, Cellular Phone Stores, Schools and our ReCAP Retail Database with more than 1,027,000 retail locations! Call for special pricing.

See our website:
www.datasourcetechnology.com

The data is compiled from unit counts and individual locations for restaurant chains in 53 different classifications. Purchase only records you need in the format you want. The chart at right shows actual records in the ReCount® database. Charts below show the group and category national counts available.

Business ID	376999	1570319	1408121
Outlet ID	7002	5552	1067
Outlet name	STARBUCKS	APPLEBEE'S	QUIZNOS SUBS
Address1	425 BEAVER	11460 S DISTRICT	8426 PEARL ST
City	SEWICKLEY	SOUTH JORDAN	THORNTON
State	PA	UT	CO
Zip Code	15143	84095	80229
Date Opened	1/1/97	9/3/07	3/23/06
Sales Estimate	\$1,538,890	\$3,224,000	\$697,320
Category	GOURMET COFFEE/TEA	BAR & GRILL	SUBS
System Size	10,701	1,867	3,856
System Type	MAJOR CHAINS (500+ UNITS)	MAJOR CHAINS (500+ UNITS)	MAJOR CHAINS (500+ UNITS)
Release Period	FA 09	FA 09	FA 09

*Additional data available; ZIP 4, Phone Number, Fax Number, Longitude, Latitude, Business ID, Outlet ID, Outlet name, Phone number, Sales Volume, Sales Estimate, Employee Count, Actual Employee Count, SIC Code, Open date, Longitude, Latitude, Host Type Name, Geocode result, Geocode Description, DMA ID, DMA, Census Region ID, Census Region County, MSA Code, MSA Name, Class ID, Segment Group Name and Sales Volume.

Class ID	QSR Group Name	QSR Category	Total Location Count	Class ID	FSR Group Name	FSR Category	Total Location Count
1101	SANDWICH/MEXICAN	HAMBURGER	47,831	2422	FAMILY DINING	FAMILY STYLE	32,435
1102		SUBS	35,099	2423		BUFFET/GRILL	4,199
1103		ROAST BEEF	3,872	2424		CAFETERIA	1,076
1104		HOT DOG	3,324	2425		SALAD/SOUP	2,500
1105		OTHER SANDWICH	6,032	2426		BARBECUE	9,598
1106		MEXICAN	20,163	2427		TRUCK STOP	1,330
1107		BAKERY SANDWICH	4,381	2506	CASUAL DINING	MEXICAN-CD	28,056
1108		DELI	15,001	2510		PIZZA	2,867
1209	SPECIALTY	CHICKEN	19,220	2511		SEAFOOD-CD	8,364
1210		PIZZA/ITALIAN	63,688	2512		ASIAN-CD	47,811
1211		SEAFOOD	2,972	2529		BAR & GRILL	44,132
1212		ASIAN	6,363	2530		STEAK/RIB	7,084
1213		POTATO	168	2532		ITALIAN	13,768
1214		OTHER VARIED MENU	1,426	2535		FRENCH	1,142
1315	SNACK	FROZEN SWEETS	22,115	2536		GERMAN	394
1316		JUICE/SMOOTHIE	4,205	2537		GREEK	1,549
1317		DONUT	12,833	2538		INDIAN	2,534
1318		BAGEL	3,489	2539		SPANISH	598
1319		GOURMET COFFEE/TEA	30,531	2540		OTHER ETHNIC	7,627
1320		BAKERY SNACK	2,836	2551		"BISTROS"	2,148
1321		OTHER SNACK	2,554	2552		"INNS"	1,984
				2611	FINE DINING	SEAFOOD-FD	307
				2612		ASIAN-FD	250
				2630		STEAK-FD	639
				2632		ITALIAN-FD	522
				2635		FRENCH-FD	404
				2640		OTHER ETHNIC-FD	223
				2684		VARIED MENU-FD	1,329
				2996	UNCLASSIFIED	"GRILLE/GRILL"	4,005
				2997		"CAFE"	13,991
				2998		"RESTAURANT"	10,095
				2999		ALL OTHER	17,289
						Total	578,353



Other location database files require you to wade through duplicate records and misclassified data, and include non-retail locations, corporate offices and distribution points.