



ReCOUNT®

Your Source for Competitor Restaurant Locations

SOURCED FROM SIPD

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

ReCount® Restaurant Database Quick

Facts

Chain Names with more than 1 locations	9,117
Categories	53
Subcategories	83
Total Records	579,416
Independent Locations	307,058
Chain Locations	272,358

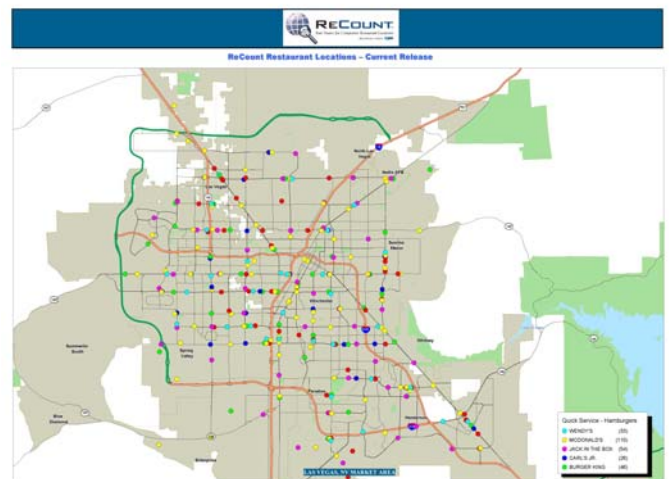
Find the ideal sites for your locations

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 579,416 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 Sources

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:
Spring 2010

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 1,065,000 retail locations! Call for special pricing.

See our website:

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	QUIZOS 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	\$1,512,230	\$3,339,620	744,980
Category	GOURMET COFFEE/TEA	BAR & GRILL	SUBS
System Size	10,599	1,857	3,620
System Type	MAJOR CHAINS (500+ UNITS)	MAJOR CHAINS (500+ UNITS)	MAJOR CHAINS (500+ UNITS)
Release Period	SP 10	SP 10	SP 10

*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	48,192	2422	FAMILY DINING	FAMILY STYLE	32,919
1102		SUBS	35,258	2423		BUFFET/GRILL	4,183
1103		ROAST BEEF	3,840	2424		CAFETERIA	1,030
1104		HOT DOG	3,292	2425		SALAD/SOUP	2,485
1105		OTHER SANDWICH	6,054	2426		BARBECUE	9,706
1106		MEXICAN	19,504	2427		TRUCK STOP	1,337
1107		BAKERY SANDWICH	4,439	2506	CASUAL DINING	MEXICAN-CD	28,186
1108		DELI	14,559	2510		PIZZA	2,888
1209	SPECIALTY	CHICKEN	19,066	2511		SEAFOOD-CD	8,520
1210		PIZZA/ITALIAN	62,971	2512		ASIAN-CD	48,535
1211		SEAFOOD	2,925	2529		BAR & GRILL	44,920
1212		ASIAN	6,345	2530		STEAK/RIB	7,009
1213		POTATO	168	2532		ITALIAN	13,770
1214		OTHER VARIED MENU	1,384	2535		FRENCH	1,130
1315	SNACK	FROZEN SWEETS	21,867	2536		GERMAN	395
1316		JUICE/SMOOTHIE	4,091	2537		GREEK	1,613
1317		DONUT	13,124	2538		INDIAN	2,596
1318		BAGEL	3,466	2539		SPANISH	607
1319		GOURMET COFFEE/TEA	30,233	2540		OTHER ETHNIC	7,792
1320		BAKERY SNACK	2,821	2551		"BISTROS"	2,214
1321		OTHER SNACK	2,528	2552		"INNS"	1,940
				2611	FINE DINING	SEAFOOD-FD	311
				2612		ASIAN-FD	237
				2630		STEAK-FD	687
				2632		ITALIAN-FD	511
				2635		FRENCH-FD	395
				2640		OTHER ETHNIC-FD	210
				2684		VARIED MENU-FD	1,318
				2996	UNCLASSIFIED	"GRILLE/GRILL"	3,940
				2997		"CAFE"	14,079
				2998		"RESTAURANT"	9,344
				2999		ALL OTHER	18,488
						Total	579,416



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