



NON-DISCLOSURE STATEMENT

210 Analytics, LLC 2015 Financial Survey

The Food Marketing Institute [FMI], and its third party contractor, 210 Analytics LLC, will not use any information derived from questionnaire data for any other purpose than the development of the 2015 Financial Report and speech. Complete confidentiality of individual company information will be maintained. Results will only be reported collectively; individual company data will not be reported. Data points with fewer than three companies will also not be included for confidentiality reasons. Completed surveys will be seen and analyzed by 210 Analytics staff or FMI research personnel only and will be held in strict confidence. Any other uses of the survey data require express written consent from the member company that submitted the survey. Financial information that is available publicly (SEC or other public filings) is exempt from the above usage agreement.

This Statement shall be binding for both 210 Analytics, LLC and FMI.

210 Analytics, LLC

A handwritten signature in black ink, appearing to read "Anne-Marie Roerink", is written over a light gray rectangular background.

Anne-Marie Roerink
Principal

9/30/2015