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News Release

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FOR IMMEDIATE RELEASE

NIELSEN CANADA CHIPS IN TO FIGHT HUNGER

Seventh annual Nielsen Charity Golf Classic raises \$64,000 for Daily Bread Food Bank

Markham, Ontario, September 25, 2009: On September 10, 2009, at the picturesque Station Creek Golf Course in Markham, Ontario, employees and guests of Nielsen Canada gathered for a day of good natured competition and, at the same time, to give back to the community.

This year's annual Nielsen Charity Golf Classic ("Teeing off to fight hunger") raised \$64,000 in support of Daily Bread Food Bank, exceeding tournament organizers' fundraising goal. Since its inception in 2003, the popular event has raised more than \$434,000 to help support a growing number of Toronto citizens in need of Daily Bread's assistance.

Funds are generated through golfer registration fees, a silent auction and personal donations.

"We are pleased and proud to sponsor this event and to do our part to support Daily Bread's ongoing fight to reduce hunger," says Steve Churchill, Managing Director, Nielsen Consumer Group, Canada. "In the challenging economic times we are experiencing, every effort counts to ensure everyone in our community has enough food to eat."

"I agree that these are challenging economic times, and we know that because the number of client visits to food banks across the GTA keeps increasing," says Gail Nyberg, Daily Bread's Executive Director. "The money this event raises helps us to be able to continue doing the work that we do to fight hunger."

With the majority of Nielsen's consumer packaged goods and retail clients being members of the food industry, the link with Daily Bread is simply natural, says event chair and Nielsen Client Development Group Director, Peter Elgersma. "This provides an opportunity for those of us involved in the marketing and selling of food products to help those in need.

"We want to sincerely thank our clients and Toronto-area businesses who, year after year, support this cause by attending the tournament or donating items for the silent auction," Mr. Elgersma adds. "We wouldn't be successful without their participation."

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About The Nielsen Company

The Nielsen Company is a global information and media company with leading market positions in marketing information, media information, online intelligence, mobile measurement, trade shows and business publications (Billboard, The Hollywood Reporter, Adweek). The privately held company is active in more than 100 countries, with headquarters in New York, USA. For more information, please visit, www.nielsen.com