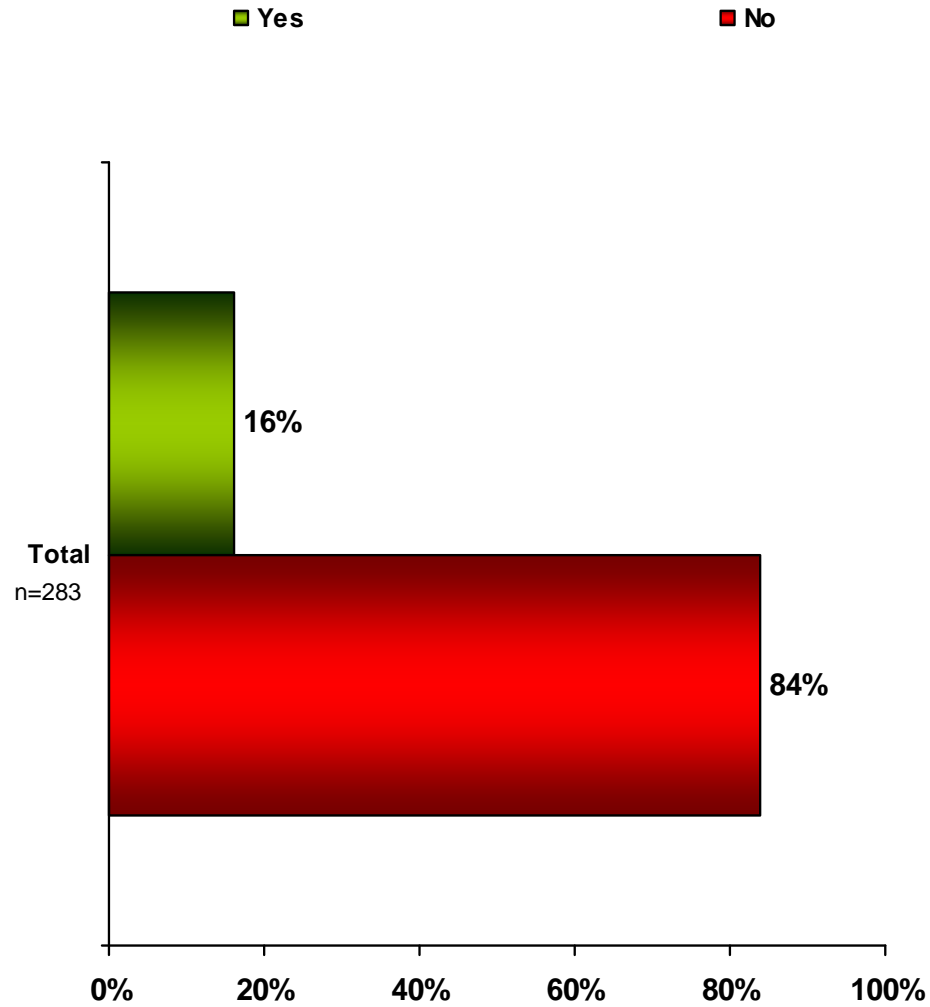


“Are you aware of the recently launched e-commerce site, Alice.com?”



Percentages may not equal 100 due to rounding

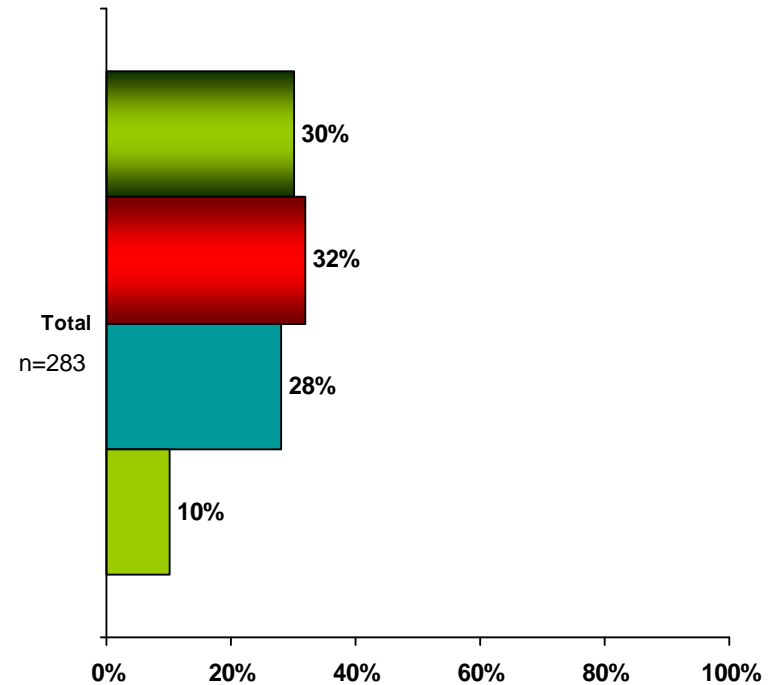
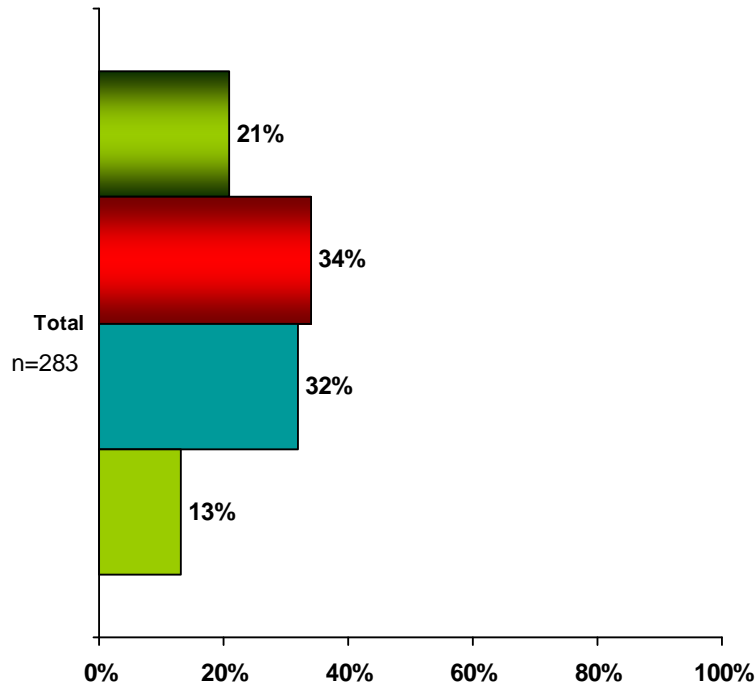
“Please indicate how likely you are to sign-up and use Alice.com to purchase essential household items for you and/or your family.”

BEFORE Demo Video

AFTER Demo Video

■ Extremely likely ■ Likely ■ Somewhat likely ■ Not at all likely

■ Extremely likely ■ Likely ■ Somewhat likely ■ Not at all likely



Percentages may not equal 100 due to rounding

Of those who responded 'Extremely likely,' 'Likely' or 'Somewhat likely':
 "Please indicate which categories of household products you would be likely to purchase from Alice.com. Select all that apply."

BEFORE Demo Video

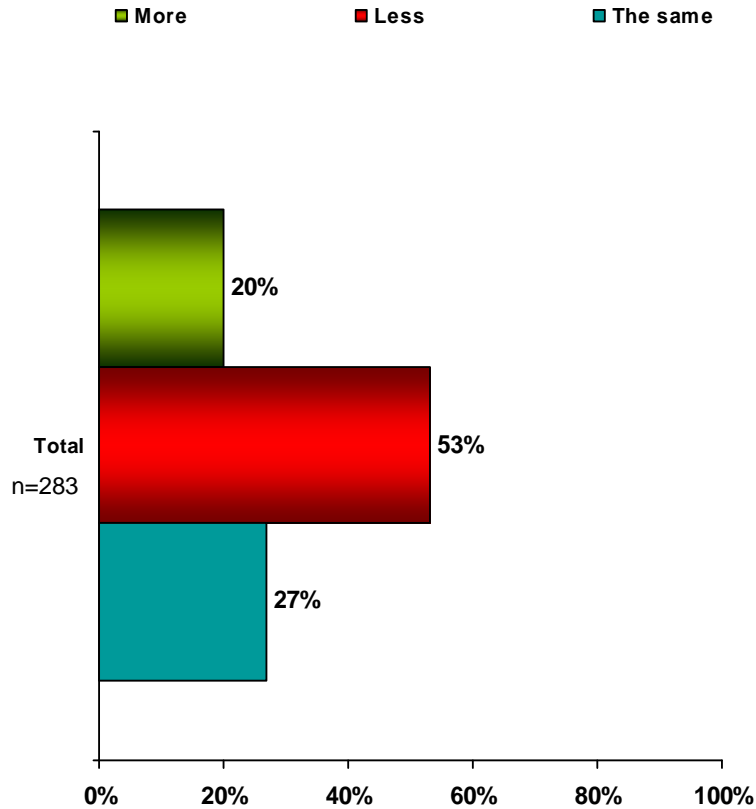
	Total (n=246)
Bathroom	87%
Office	50%
Medicine cabinet	48%
Laundry room	76%
Cleaning closet	65%
Pantry	62%
Nursery	16%
Kitchen	76%

AFTER Demo Video

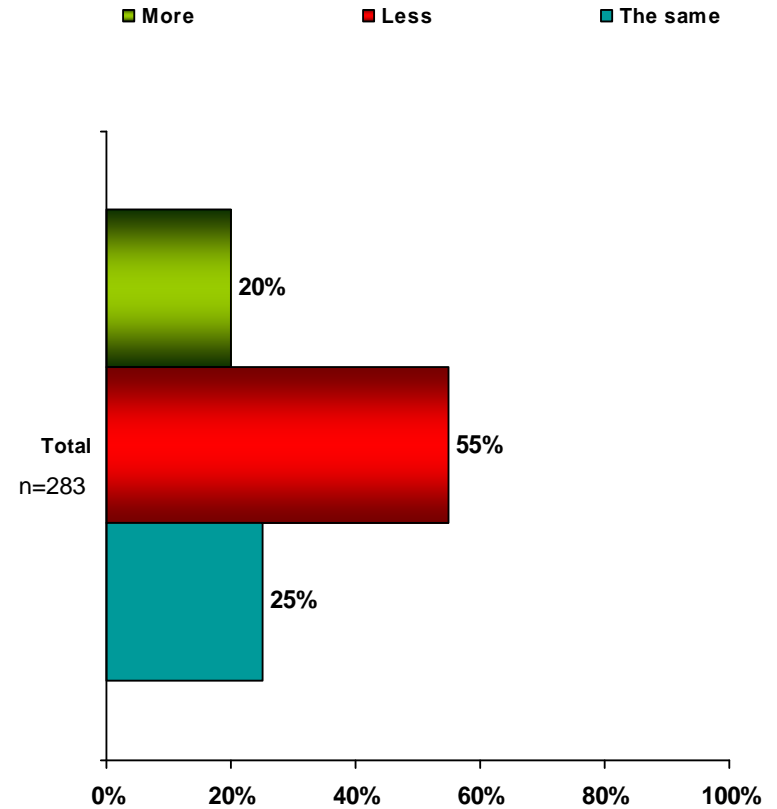
	Total (n=255)
Bathroom	93%
Office	42%
Medicine cabinet	56%
Laundry room	86%
Cleaning closet	76%
Pantry	60%
Nursery	19%
Kitchen	80%

“If you were to sign up and use Alice.com, do you think you would pay more, less or the same for essential household items compared to shopping in-person at a store?”

BEFORE Demo Video



AFTER Demo Video



Percentages may not equal 100 due to rounding

Of those who responded 'Extremely likely,' 'Likely' or 'Somewhat likely':

“Please indicate what stores you would be substituting (that you currently shop at now) if you were to purchase from Alice.com instead. Select all that apply.”

BEFORE Demo Video

	Total (n=246)
Mass merchandiser or big box store (Wal-Mart, Target, K-Mart, etc.)	83%
Club store (Costco, Sam's Club, BJ's, etc.)	44%
Grocery store	54%
Drug store (CVS, Rite Aid, etc.)	49%
Specialty retailers (Staples, Toys R Us, etc.)	24%
Other	4%

AFTER Demo Video

	Total (n=255)
Mass merchandiser or big box store (Wal-Mart, Target, K-Mart, etc.)	82%
Club store (Costco, Sam's Club, BJ's, etc.)	44%
Grocery store	56%
Drug store (CVS, Rite Aid, etc.)	50%
Specialty retailers (Staples, Toys R Us, etc.)	24%
Other	7%