



## National Tobacco Honored by CGT as “Standout SMB”

**April 15, 2009** – National Tobacco Company (NTC), a customer of RW3 Inc., has been honored as one of 10 “**Mid-Market Companies to Watch in 2009 and Beyond**” in the April 2009 edition of *Consumer Goods Technology*. The criteria for this award included companies with revenue equal to or under \$1 billion.

Graham Purdy, NTC Vice President of Sales, reported that NTC exceeded its 2008 sales budget, and has resuscitated core brands with an enhanced, focused sales approach. RW3 developed an InStore Mobile solution tailored to NTC’s unique go-to-market strategy and business success, which provides the field sales rep with outlet intelligence, promotional opportunities and new item collateral and objectives. The reps execute, capture new insights in the outlet and then communicate the critical data to account and brand managers. National Tobacco Company has recently used this information in their decision to expand into new markets – introducing two innovative products – Moist Smokeless tobacco and cigars.

With the help of RW3’s Insight Group, NTC utilizes dashboards and ad-hoc reports for analyzing data collected by their Reps. The InSight Group provides reports to NTC that are designed to drill down into the category and item level, and also to compare results between geographies and accounts, assisting with planning and measurement.

National Tobacco Company is privately held and headquartered in Louisville, Kentucky. This company of 300 employees manufactures, imports, markets and sells tobacco products and accessories to the United States and select international markets. Brands include Beech-Nut, Stoker’s and Zig-Zag.

### **RW3 Inc.**

RW3 solves business challenges for top global brands like Nestlé, Sony PlayStation, Kellogg’s and Pepsico QTG through strategic consulting, custom reporting, analytics and flexible retail execution solutions. We provide the critical intelligence that powers smarter decisions, allowing you to better understand your consumers, identify untapped sales opportunities, measure gaps in performance and optimize the environment where consumers meet your products. It’s this precision intelligence that ultimately increases speed-to-shelf, expands market share, improves sales force efficiency and maximizes return on investment. For more information or a business assessment, please contact RW3 Incorporated at 1-800-444-5793 or [info@rw3.com](mailto:info@rw3.com). Visit us online at [www.rw3.com](http://www.rw3.com).

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