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CONTACT: Elana Margolis
847-583-6313 – Office
773.610.0019 – Mobile

MyWebGrocer Partners with itemMaster®
**PROVIDING RETAILERS ACCESS TO PRODUCT IMAGES AND DATA
NEEDED FOR DIGITAL CIRCULARS AND E-COMMERCE**
*Free product image and data exchange enables retailers and manufacturers to better
reach consumers*

JANUARY 19, 2011, SKOKIE, IL — MyWebGrocer Inc. and itemMaster, LLC have entered into a partnership that will provide MyWebGrocer's retailer clients with access to itemMaster's high quality product images and data for use in their digital circulars, on-line shopping, mobile applications and ad network. Prior to the founding of itemMaster, individual retailers paid for access to high quality product images and data. MyWebGrocer clients will now have totally free access to itemMaster's higher quality product images and a greater depth of information as demanded by today's consumers.

MyWebGrocer provides internet-related solutions to grocery retailers including digital circulars, e-commerce for store pickup and home delivery, and mobile applications. By teaming up with itemMaster, MyWebGrocer and its clients can enjoy better images at a significant cost savings.

"It was an easy decision to partner with itemMaster because it provides us with an additional source for data and images without incurring additional costs. itemMaster is unique because they don't charge for access to the images and data like other providers," said Tim Kenney, COO at MyWebGrocer. "itemMaster has created the exchange where manufacturers can provide us and the retailers with the highest quality, manufacturer-approved images and data. The web based platform provided by itemMaster ensures we have access to current information."

itemMaster was invented by Thomas Parkinson, the co-founder of Peapod, the nation's leading online grocery delivery service. itemMaster is a comprehensive system that not only creates and assembles product images and data, but operates an online product exchange, itemMaster.com, for use by retailers and manufacturers. In contrast to its competitors, itemMaster provides these services *for free* to retailers. itemMaster sprouted to life after Parkinson recognized that current systems did not provide a soup-to-nuts offering for data that could be freely shared. itemMaster provides four key elements of manufacturer products: "glamour shots" for circulars, planogram images for shelf management, e-commerce images, and complete product package data including nutrition and ingredients.

“itemMaster is a win-win for companies selling products digitally. The company was founded with the belief that product data and images should be shared openly between retailers and manufacturers,” said Parkinson. “Initially, itemMaster will provide product data, images and services for CPG manufacturers, grocery retailers and related third-party vendors. As business grows, it will include other value-added services that will lower costs associated with product marketing.”

About MyWebGrocer:

MyWebGrocer drives digital connections between consumers, grocery retailers, and Consumer Packaged Goods brands. MyWebGrocer creates and manages digital solutions for clients including websites, digital media, online circulars, email marketing initiatives, mobile applications, social media strategies, and customer acquisition programs. MyWebGrocer works with more than 100 retailers nationally, representing more than 10,100 stores, and operates the largest grocery ad platform in the nation. For more information, visit www.mywebgrocer.com

About itemMaster

Founded in 2009, itemMaster, LLC's mission is to become “The One Source for Free Product Images and Data” and to serve as an open exchange for manufacturer-supplied product images and comprehensive digital product data in a quality, high-resolution and standardized format. Product images and data will be available for free to all retailers. By managing product images and data through itemMaster, manufacturers can ensure that all retailers have free access to accurate and complete product images and data. itemMaster was founded by Thomas Parkinson, a co-founder of Peapod, the online grocery company. For additional information please go to www.itemMaster.com.

EDITOR’S NOTE: Photos and online product demonstration available upon request.

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