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SHOPPER MARKETING MEDIA LAUNCHES CATEGORY EXCLUSIVITY PROGRAM, LIMITS PARTICIPATION TO 12 CPG BRANDS

This new program gives early partners exclusive access to in-store, mobile, and CTV performance data across Canada's largest convenience and gas retail media network

TORONTO - Shopper Marketing Media has launched a Category Exclusivity Program for CPG brands, limiting participation to 12 partners across six key categories. The program is designed to give early entrants exclusive access to performance data and category-level insights before broader market adoption.

The program caps participation at two brands per category, covering beverage, salty snacks, energy, confectionery, alcohol, and lottery. Early partners will generate category-specific benchmarks, creating a first-mover advantage in a channel that has historically lacked measurable, scalable media solutions.

Shopper Marketing Media's network spans 3,189 retail locations and 7,802 media placements across Canada's convenience and gas channel, including Circle K, INS Market, Rabba Fine Foods, Hasty Market, the Independent Convenience Network, and the Multicultural Network. The network delivers more than 31 million daily impressions to high-frequency shoppers.

Early campaign results include a 30% sales lift for a confectionery brand and a 7.2x return on ad spend for a lottery partner, highlighting the potential of convenience retail as a measurable media channel.

The platform combines in-store digital out-of-home media with mobile retargeting built from fully polygoned store footprints, with extensions into Connected TV, and digital and social platforms. Advertisers can activate against twelve pre-built shopper segments based on first-party visitation data, with reporting tied to store, regional, and network-level performance.

Media programs are customized by retailer banner, audience segment, and channel mix. Category restrictions apply for alcohol and lottery based on retailer guidelines.

"Convenience retail has not realized its full potential in the context of retail media. Shopper Marketing Media changes that. In-store, mobile, and CTV touchpoints built for the convenience channel mean brands reach this shopper with precision and at scale. I am thrilled to lead partnerships and build on the strong foundation the team has established."

Cassandra Gallagher, VP, Partnerships and Growth, Shopper Marketing Media

"Shopper Marketing Media is building something the Canadian convenience channel has needed for a long time. They put brand and retailer partnerships at the center of the work, and they back it up with data. When CICC set out to visualize our 2025 State of the Industry report,

Shopper Marketing Media and Datalytica delivered an interactive product that let our members explore six years of category data at the click of a mouse. It is the kind of partnership our industry benefits from, and one we plan to grow."

Jeff Brownlee, Vice President of Communications and Stakeholder Relations, Convenience Industry Council of Canada

CPG brands can review program details and submit interest at CPGCampaign.ShopperMarketingMedia.com.

About Shopper Marketing Media

Shopper Marketing Media is Canada's largest convenience and gas retail media network, with 3,189 retail locations, 2,251 digital screens, and 5,551 static placements across Circle K, INS Market, Rabba Fine Foods, Hasty Market, the Independent Convenience Network, and the Multicultural Network. The company connects CPG brands with high-frequency shoppers through in-store digital, static, and omni-channel media, including mobile, CTV, and digital out of home.

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