

Tractor Supply Company Selects Intalytics to Support Continued U.S. Expansion

Ann Arbor, MI (May 20, 2016) – Tractor Supply Company, the largest operator of rural lifestyle retail stores in the United States, selected Intalytics to develop a new sales forecasting and site selection system to help prioritize new store deployment opportunities.

TSC partnered with Intalytics to develop a solution that would help it to identify, assess and understand the sales potential of identified sites. Use of the system will assist in TSC's ongoing store expansion program and allow TSC to quickly capitalize on potential growth opportunities throughout the Country.

Intalytics has worked with hundreds of clients to help identify the factors that drive successful store performance, and embedding those findings into a proprietary sales forecasting system. "We have enjoyed the opportunity to work with Tractor Supply Company and provide them with a sales forecasting system that can be used to accurately forecast new store sales." said Dave Huntoon, President of Intalytics.

About Intalytics

Intalytics (<http://intalytics.com>) provides world-class predictive analytics tools, technologies, and consulting to restaurants, retailers, financial institutions, healthcare providers, service organizations, and private equity firms that are seeking location-centric insights. Founded in 2007 by four leading practitioners in the field of predictive analytics, Intalytics leverages cutting edge modeling techniques, third-party datasets, and web-based analytical tools to deliver innovative, accurate and actionable real estate and marketing solutions.

About Tractor Supply Company

As of March 26, 2016, Tractor Supply Company (www.tractorsupply.com) operated 1,521 stores in 49 states. TSC's stores are focused on supplying the lifestyle needs of recreational farmers and ranchers and others who enjoy the rural lifestyle, as well as tradesmen and small businesses. Stores are located primarily in towns outlying major metropolitan markets and in rural communities.