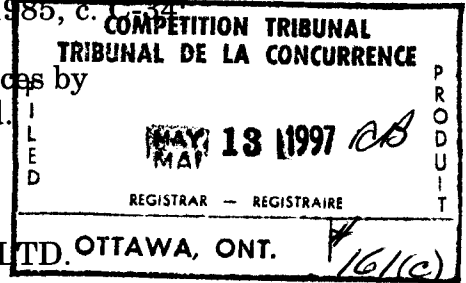


IN THE MATTER OF an application by the Director of Investigation and Research under section 79 of the *Competition Act*, R.S.C. 1985, c. C-34.

AND IN THE MATTER OF certain practices by
The D & B Companies of Canada Ltd.

BETWEEN:

THE D & B COMPANIES OF CANADA LTD. OTTAWA, ONT.



Applicant

and

THE DIRECTOR OF INVESTIGATION AND RESEARCH

Respondent

and

INFORMATION RESOURCES, INC.
CANADIAN COUNCIL OF GROCERY DISTRIBUTORS

Intervenors

CONSENT ORDER IMPACT STATEMENT

1. **THE APPLICANT, THE D & B COMPANIES OF CANADA LTD.**, seeks an Order pursuant to Section 106 of the *Competition Act* to rescind or vary the Consolidated Order attached as Schedule "A" to the Notice of Application for a Consent Order to change the name of the Respondent therein, The D & B Companies of Canada Ltd. to ACNielsen Company of Canada Limited.

2. **THE GROUNDS OR CIRCUMSTANCES** giving rise to the Application for a Consent Order to amend the Consolidated Order by changing the name of the Respondent are:

- (a) the business operations of The Nielsen Marketing Research Division formerly carried on by The D & B Companies of Canada Ltd., including its scanner-based market tracking business, has been transferred to a newly incorporated

Canadian company named ACNielsen Company of Canada Limited;

- (b) The D & B Companies of Canada Ltd. is no longer the corporate entity that carries on the business that was the subject of the Consolidated Order attached as Schedule "A" to the Notice of Application for a Consent Order and as such the Consolidated Order should be amended so that the appropriate corporate entity is named in the Consolidated Order.

3. The D & B Companies of Canada Ltd. and ACNielsen Company of Canada Limited state that the only anticipated effect of the requested order is that the name of the Respondent in the Consolidated Order will be changed from The D & B Companies of Canada Ltd. to ACNielsen Company of Canada Limited and that the anticipated effects on competition of that relief are nil.

March 21, 1997

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