

Hannaford Chooses Retail Solutions to Share Point-of-Sale Data with Suppliers

Hannaford to Share an Industry-Leading Demand Data Set Using Retail Solutions Demand Signal Management Solution

Sunnyvale, CA – December 16, 2008 – Retail Solutions Inc., the leading solution provider helping consumer product goods (CPG) companies create value with retailer data, today announced that Hannaford, operating 167 stores in the northeastern United States, will start sharing product point-of-sale (POS) data by store, by day and by SKU using Retail Solutions Demand Signal Management (DSM) solution.

“We look to Retail Solutions to help our suppliers access and leverage our data,” said Scott Craig, Director of Supply Chain Services, Hannaford. “Retailer-supplier collaboration is a key strategy for Hannaford and we need a single version of the truth – a rich, up-to-date data set on which to base our decisions. Retail Solutions provides this data foundation at a minimum effort and cost for all parties.”

Retail Solutions offers a comprehensive suite of solutions used by manufacturers to derive value from retailer data. Besides cleansing and harmonizing retailer data to ensure its reliability and usefulness to manufacturers, Retail Solutions delivers actionable insights through reports and alerts based on proprietary algorithms to support ROI use cases such as improved forecast accuracy, reduced out-of-stocks and better execution of promotions and new product introductions.

“We look forward to working with Hannaford and its supplier community,” said Andrea Vento, Vice President, Customer Operations, Retail Solutions. “We have developed over 50 proprietary use cases for retailer data. Our consultants work with all suppliers, large or small, to ensure they best leverage their demand data allowing them to stay competitive, maintain differentiation and find opportunities for operational effectiveness.”

Hannaford is leveraging the most widely used data sharing platform in the retail industry. Retail Solutions DSM is a software-as-a-service (SaaS) solution used by more than 250 companies to access POS and inventory data across more than 25 retailers, including seven of the top ten US retailers.

“Retail Solutions’ experience and market reach were critical factors in our selection,” said Fred Snowman Director of Center Store Merchandising, Hannaford. “We view data sharing as a critical process for Hannaford, but we don’t want to handle the complexity of the data sharing infrastructure; we’d much rather focus on building the right processes with our suppliers to make our joint supply chain more effective and provide the shopper with a better, unique experience.”

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About Retail Solutions Inc.

Retail Solutions applies science to retailer data. Retail Solutions develops and delivers a comprehensive suite of Software-as-a-Service (SaaS) solutions that turn retailer data, such as point-of-sale (POS), supply chain, merchandiser feedback and EPC data into actionable visibility into the store and onto the shelf.

More than 250 leading companies such as Bausch & Lomb, Bayer, Colgate-Palmolive, Clorox, HP, Kao Brands, Kraft, Novartis, Procter & Gamble, Reckitt-Benckiser, Schering-Plough Corp., Stemilt and Unilever trust Retail Solutions to grow their retail sales, maximize in-store operation productivity, plan and execute more effective promotions, reduce their costs and join efforts with retail partners to improve shelf availability and consumer satisfaction. Please visit <http://www.retailsolutions.com> for more information.

About Hannaford

Hannaford Supermarkets, based in Scarborough, Maine, operates 167 stores and employs more than 27,000 associates in Maine, Massachusetts, New Hampshire, New York and Vermont. Most Hannaford locations have full-service pharmacies and all stores feature Guiding Stars, the nation's first storewide nutrition navigation system. Hannaford is owned by Delhaize Group of Brussels, Belgium. For additional information, visit www.hannaford.com.

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