

T3Ci Strengthens Management Team with a Seasoned Retail Technology Executive

Cedric Guyot appointed Vice President, Marketing for T3Ci

Sunnyvale, CA – October 8, 2007 — T3Ci, a fast growing consumer product good (CPG) technology provider, formally announced the appointment of Cedric Guyot as the new Vice President of Marketing. Cedric, a seasoned marketing, business development and strategy executive from the retail technology sector, will report to Jonathan Golovin, Chairman & CEO, T3Ci. In his role as the Vice President of Marketing, Cedric will define, build and manage all marketing and business development activities for T3Ci.

“I am excited to have the opportunity to work with the entire team at T3Ci,” stated Cedric Guyot. “From my first interaction with T3Ci, I recognized that T3Ci has the vision, dedication and technology to be the industry leader in providing CPG companies real insight into store operations. T3Ci delivers industry-proven solutions and is committed to growing its technology and advancing the value it provides its customers, making this a great company to be a part of.”

Immediately prior to joining T3Ci, Cedric was Vice President, Strategy and Marketing at Agentrics (formerly GNX). In this role, Cedric was directly involved in the creation of GNX, helping build the company from the ground up to a global solution and technology provider. Prior to his role at Agentrics, Cedric was Director, Special Projects at Carrefour, the world's second largest retailer, where he designed and implemented a distributed management control and decision-making system customized by position type, from store operations to general management. Prior to Carrefour, Cedric worked in the Paris practice of Booz, Allen and Hamilton, a global management consultant. Cedric holds a Masters Degree in finance and statistics from Ecole Superieure des Sciences Economiques et Commerciales in Cergy (France).

Cedric's appointment as Vice President of Marketing for T3Ci further strengthens T3Ci's positioning and ability to provide its customers, leading CPG companies, with proven solutions to advance their customer operations with the highest level of customer care. “Cedric is an invaluable addition to our executive team,” said Jonathan Golovin, Chairman & CEO, T3Ci. “His in-depth knowledge and experience in the retail and CPG industry make him the perfect addition to enhance T3Ci's market positioning, awareness and growth. I look forward to working with Cedric as we continue to build the T3Ci brand and strengthen our relationships with our customers and in the industry.”

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About T3Ci

T3Ci advances customer operations at leading consumer packaged goods (CPG) companies by leveraging customer data. T3Ci develops and provides award-winning analytics and

execution solutions, including On-Shelf Management, Promotion Execution Management, RFID Analytics, Direct Store Delivery Management and Retail Merchandiser Management. T3Ci has gained a wealth of experience and real-world business process insights from analyzing immense quantities of retail data, including POS and RFID data. These insights and algorithms provide a way for suppliers to gain greatly increased business value from their downstream supply chain data. The world's top brands use T3Ci's industry leading solutions to gain competitive advantages through increased on-shelf presence, improved customer satisfaction, more effective promotion executions and other merchandising investments. T3Ci customers are the market leaders in the food and beverage, consumer product goods, toys, electronics and consumer healthcare industries. These customers have combined revenues of over \$700 billion and include companies such as Bayer, Colgate-Palmolive, Gillette, HP, Kao Brands, Kraft, Procter & Gamble, Schering-Plough Corp., Stemilt and Unilever. T3Ci has offices in Sunnyvale, California and in Bentonville, Arkansas. Please visit <http://www.t3ci.com> for more information.

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