

Retail Solutions Launches Best Practice Webinar Series to Help CPG Companies Create Value with Retailer Data

Inaugural Webinar to Focus on Promotion Planning and Execution

Sunnyvale, CA – March 24, 2009 – Retail Solutions Inc., the leading solution provider helping consumer goods (CPG) companies create value from operational retailer data, announced today the launch of a new webinar series focused on providing their CPG customers with actionable best practices to enhance their use of the retailer point-of-sale (POS) and inventory data they receive from their retail customers.

“In an October 2008 AMR survey about the promises and challenges associated with retailer data sharing, the largest issue among manufacturers was what to do with the data,” explained Jared Schrieber, Retail Solutions Vice President, Products and Services. “As the most experienced solution provider in this space, we are in a unique position to provide CPG companies with the best practices they need to rapidly generate a return on investment from retailer data sharing programs.”

More and more retailers are sharing data with their suppliers and Retail Solutions supports more CPG companies than any other solution provider. Today, more than 300 companies access point-of-sale and inventory data across more than 25 retailers, including seven of the top ten US retailers using Retail Solutions Demand Signal Management in a Software-as-a-Service (SaaS) model.

The webinars will focus on actionable best practices that leverage operational data available today. Covering a wide range of topics, from planning and executing a promotion to solving out-of-stocks, and from preparing a top-to-top meeting to launching new items successfully, these events will be open exclusively to Retail Solutions customers.

“Leveraging operational retailer data is a key strategy to growing sales and improving efficiency in 2009 – without a major capital investment,” added Alex Hase, Retail Solutions Vice President of Sales, North America. “Retail Solutions is systematically tracking and documenting use cases for POS and inventory data and these webinars will be an easy, accessible way for all our customers to learn the best practices already in place among many industry leaders.”

Manufacturers interested in learning more and participating to these webinars can find the schedule and registration form in the Retail Solutions customer portal or can contact their Retail Solutions account manager.

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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.

Leading companies such as 3M, Abbott, Bausch & Lomb, Bayer, Colgate-Palmolive, Crayola, Clorox, Heineken, 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.

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