

Nestlé France Selects Retail Solutions to Create Value with Operational Retailer Data

Nestlé France to Work with Point-of-Sale Data from Multiple Retailers to Help with Out-of-Stocks, Inventory, Promotions and Product Launches

Sunnyvale, CA and Noisiel, France – October 15, 2009 – Retail Solutions Inc., the leading solution provider helping consumer goods companies create value from operational retailer data, announced today that it has been retained by Nestlé France, a French subsidiary of Nestlé SA, the world's leading nutrition, health and wellness company, to manage and leverage data from multiple French retailers.

“We believe that better leveraging retailer data to drive our business can have a deep positive impact in driving operational effectiveness for Nestlé France,” said Erik Angot, Nestlé France Supply Chain Director. “We selected Retail Solutions to support us because they possess the right combination of experience and understanding: their approach to value creation with retailer data is very action-oriented and can help drive change across our organization and a more effective collaboration with our retailer Customers.”

Nestlé France has already started to collect data from several key French retailers and will leverage it across a wide area of processes in Supply chain and Commerce. In particular, Nestlé France intends to explore areas such as:

- Reacting faster to shelf out-of-stocks situations and understanding their root cause to prevent their recurrence
- Managing inventories more effectively without impacting shelf availability – or even while improving it
- Supporting retailers in better executing promotions and new product introductions

“Each of these areas has the potential to generate sizable benefits for both Nestlé and our Customers,” added Angot. “Our joint goal has always been to maximize product availability, to reduce inventory and to grow sales. Using Retail Solutions will enable us to take a more proactive role in achieving these objectives. We intend to become a better partner for our Customers while aligning this goal with internal improvement opportunities.”

Retail Solutions is a clear leader in helping CPG companies build value-adding, resilient processes leveraging the wealth of information provided by granular, near-real time point-of-sale and inventory data. Used by more than 300 customers getting value from data from 30 retailers in six countries, Retail Solutions Demand Signal Management platform is the most widely used solution in the industry.

“Retail Solutions was the best choice for us,” said Hubert de Champs, Nestlé France, in charge of Customer Relationships within Nestlé’s Supply Chain. “Their Software-as-a-Service, hosted model takes away all the difficulties we would have encountered had we tried to manage this data ourselves. We can now focus on creating value with the data – not struggle with the data itself.”

“We are delighted to support a company as respected as Nestlé France,” said Cédric Guyot, Retail Solutions General Manager for Europe. “The opportunity to build competitive advantage is now: more and more French retailers are starting to share data with their suppliers and Retail Solutions has proven again and again the mutual benefits of a more open, fact-based collaboration between retailers and manufacturers.”

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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, Nestlé, Novartis, Procter & Gamble, Reckitt-Benckiser, Schering-Plough Corp. 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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