

Kimberly-Clark Selects Retail Solutions to Power North America Retail Data Strategy

**Company to Deploy Retail Execution Management
across 19 Retailer Teams within 15 Months**

Mountain View, CA – April 5, 2011 – Retail Solutions Inc., the leading solution provider helping consumer packaged goods (CPG) companies create value from operational downstream data, today announced that Kimberly-Clark Corporation (NYSE:KMB) has selected its platform to transform daily retailer data into actionable insights and alerts.

Kimberly-Clark will deploy the Retail Solutions platform across 19 retailer teams over a 15-month period to plan, execute and monitor the end-to-end supply chain with their core retail customers.

“Our strategy is about becoming an Indispensable Partner to our customers,” explained Don Quigley, President of North America Consumer Sales and Customer Development for Kimberly-Clark. *“Delivering faster, more accurate insights through implementation of Retail Solutions will allow us to strengthen our partnerships with our retail customers and enhance the experience we jointly create for consumers.”*

Retail Solutions provides services to help customers focus on:

- Gaining a more accurate business understanding of what drives and hinders the business, by retailer and across retailers
- Correcting and preventing out-of-stocks at the store
- Maximizing the return of every promotional dollar, from event design and planning to execution and ROI measurement
- Optimizing the execution of new item launches
- Further improving their category management skills and insights

“We see more and more leaders in the CPG industry understanding that Retail Execution Management needs to be deployed at the enterprise level,” commented Jon Golovin, Chairman and Chief Executive Officer, Retail Solutions. *“As up-to-date, detailed data is now available across all major retailers, it becomes necessary for CPG companies to look at downstream data at a strategic, corporate level rather than at a tactical, team-by-team level.”*

Kimberly-Clark will begin roll out of the RSi solution immediately leveraging Retail Solutions' Software-as-a-Service (SaaS) delivery model to maximize speed and minimize capital and IT investment.

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About Retail Solutions Inc.

Retail Solutions powers Retail Execution Management. Retail Solutions develops and delivers a comprehensive suite of Software-as-a-Service (SaaS) solutions that turn downstream data, such as point-of-sale (POS), supply chain, merchandiser feedback and customer loyalty data into actionable visibility into the store and onto the shelf.

More than 350 leading companies such as 3M, Abbott, Bausch & Lomb, Bayer, Colgate-Palmolive, 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 www.retailsolutions.com for more information.

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