

## **Retail Solutions Completes Merger with the Supplier-Focused Division of Retail Insight**

### **Transaction to Consolidate Retail Solutions' Global Leadership in Retail Execution Management – Retail Insight Retailer-Focused Division to Remain Independent**

**Mountain View, CA – September 6, 2011** – Retail Solutions Inc., the leading solution provider helping consumer packaged goods (CPG) companies create value from operational downstream data, today announced that it has acquired the supplier-focused division of Retail Insight, a UK-based retail and consumer goods performance improvement expert. Retail Insight will continue to independently operate its global retailer business.

“This transaction creates the global leader in Retail Execution Management,” said Jonathan Golovin, Chairman and Chief Executive Officer, Retail Solutions. “CPG manufacturers are increasingly seeking an enterprise-wide, global solution to manage near-real time, granular point-of-sale information. Retail Insight’s supplier-focused division and Retail Solutions are the dominant players in their respective domestic markets and the combination helps build the international solution provider the market needs today.”

The newly merged business will continue operating under the Retail Solutions name and will deliver a comprehensive platform to help its more than 500 customers deliver a tangible ROI from retailer data:

- A wide-ranging solution leveraging downstream data to optimize on-shelf availability, promotion management, field sales management, forecasting and replenishment, inventory management and category management
- Deep expertise managing data from over 40 retailers across 25 countries
- More than 210 employees exclusively focused on Retail Execution Management in 11 offices worldwide

Retail Insight’s business serving global retailers and global CPG strategic planning and consultancy solutions will remain an independent entity operating under the Retail Insight name. Retail Solutions’ new European headquarters will be based in Richmond where Retail Insight’s supplier-centric business currently operates from.

“More and more downstream retailer data is available in Europe,” added Cédric Guyot, General Manager Europe, Retail Solutions. “CPG leaders have understood the competitive advantage associated with downstream data and have started leveraging it to build more effective partnerships with their retail customers today. This merger will enable Retail Solutions to deliver improved support, offer wider retailer coverage and increase the speed to value for our

customers across all major countries in Europe. We expect this combination to accelerate the adoption of Retail Execution Management in Europe.”

“Retail Solutions’ strategy is to build the first global, fast-growing and profitable Software-as-a-Service solution provider to the CPG industry,” concluded Peter Rieman, Chief Operating Officer, Retail Solutions. “This merger helps us consolidate the marketplace and reinforces our position as the leader in our core markets in America and in Europe. We look forward to complementing our organic growth by pursuing more acquisitions on a global basis.”

The transaction will take the form of an asset transfer.

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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 500 leading companies such as 3M, Abbott, Bausch & Lomb, Bayer, Colgate-Palmolive, Clorox, Heineken, HP, Kao Brands, Kraft, Nestlé, Novartis, Procter & Gamble, Reckitt-Benckiser, Roche, 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](http://www.retailsolutions.com) for more information.

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