

United Natural Foods Partners with Retail Solutions to Drive Insights from Retailer Data

America's Premier Certified Organic Distributor to Leverage Retail Solutions to Power Retail Execution Management

Mountain View, CA – November 1, 2011 – Retail Solutions, the leading solution provider helping consumer packaged goods (CPG) companies create value from operational downstream data, today announced that United Natural Foods, Inc (UNFI), the leading independent national distributor of natural, organic and specialty foods and related products, has selected its Retail Execution Management platform to transform retailer data into actionable insights and alerts.

“We believe that to build a long-lasting, mutually relationship with our customers, we need to speak the same language as them,” said Craig Terry, Regional Sales Manager, UNFI. “By giving us visibility to retailer data by day, by store and by SKU in a near-real time basis, Retail Solutions enables us to establish a more effective dialog with our customers.”

Using Retail Solutions, UNFI has already identified a series of opportunities to focus on, including:

- Reducing out-of-stocks
- Driving speed to shelf for new items
- Reducing reclaim by focusing on unsaleables
- Building more detailed, fact-based category reviews to drive better planograms and assortment recommendations

“We are thrilled to support UNFI in achieving their goals,” said Karl Waldman, Vice-President, Customer Operations, Retail Solutions. “Retail Solutions has built a tremendous experience by supporting more than 500 CPG companies in their evolution towards a more effective Retail Execution Management approach. We look forward to leveraging this experience and to help UNFI better manage their retailer relationships and transform downstream data into a tangible ROI.”

“We chose Retail Solutions because their user-friendly interface enables us to immediately focus on identifying opportunities and solving business issues,” added Terry. “Understanding retailer data is a key enabler to minimize store level out of stocks, improve promotion volume forecast accuracy and fine-tune promotional tactic decisions for products and categories. With Retail Solutions, we have the toolset we need to make our sales team more effective.”

UNFI will start to use Retail Solutions immediately, thanks to its no-investment, no-delay, no-hassle Software-as-a-Service (SaaS) model.

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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 for more information.

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About United Natural Foods

United Natural Foods, Inc. (www.unfi.com) carries and distributes more than 60,000 products to more than 23,000 customer locations throughout the United States and Canada. The Company serves a wide variety of retail formats including conventional supermarket chains, natural product superstores, independent retail operators and the food service channel. United Natural Foods, Inc. was ranked by Forbes in 2005 as one of the "Best Managed Companies in America," ranked by Fortune in 2006 - 2010 as one of its "Most Admired Companies," winner of the Supermarket News 2008 Sustainability Excellence Award, and recognized by the Nutrition Business Journal for its 2009 Environment and Sustainability Award.