

Robert Bosch Tool Corporation Implements Retail Solutions across Home Improvement and Mass Channels

Manufacturer Partners with Retail Solutions to Drive Insights from Data at Five Retailers in North America

Mountain View, CA – December 6, 2011 – Retail Solutions Inc., the leading provider of technology that helps consumer product companies create value from retailer data, today announced that Robert Bosch Tool Corporation has selected its platform to deliver actionable insights and alerts to improve assortments, product availability, new item retail launches and promotion effectiveness.

“Without up-to-date visibility on where and how fast products sell, we are left in the blind,” said Joseph Serpico, Category Manager at Bosch. “We partnered with Retail Solutions to ensure that every decision Bosch takes, both at headquarters and in the field, is driven by the most current situation in every store, for every product, every day”

Retail Solutions will manage sales and inventory data by day, by product and by store for five retailers on behalf of Bosch, and will translate this data into information to drive and execute more effective retail strategies, from category management to supply chain and from marketing to store execution.

Said Retail Solutions Vice-President of Sales, Alex Hase: “Downstream retailer data and the capabilities to manage it effectively are fast becoming pervasive in the Home Improvement channel: we look forward to supporting Bosch in its journey towards shelf-driven retail execution.”

Bosch, a global manufacturer of tools such as Bosch, SKIL, Dremel, RotoZip, and Vermont American, is rolling out Retail Solutions across its North American category management and customer team organization to provide faster, more accurate and more detailed insights to its retail customers.

Added Serpico: “After an exhaustive evaluation process, we selected Retail Solutions as our enterprise partner because they offer the strongest set of capabilities as well as a great knowledge of how to translate data into insights at each retailer. Their leadership in this area is quite clear to us.”

Bosch will begin roll out of Retail Solutions immediately, leveraging its cutting-edge, 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 is the leading provider of technology that helps consumer-product companies create value from retailer data, leading to increased sales, better inventory management and more effective product promotions. The company's comprehensive suite of software-as-a-service (SaaS) solutions gives manufacturers better product and demand visibility from the warehouse to the store shelf and, finally, to the shopper. Retail Solutions' platform is trusted by more than 500 leading global companies, including 3M, Abbott, Bayer, Colgate-Palmolive, Clorox, Heineken, HP, Kao Brands, Kraft, Nestlé, Novartis, Procter & Gamble, Reckitt-Benckiser, Schering-Plough Corp. and Unilever. For more information, visit www.retailsolutions.com.

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About The Bosch Group

The Bosch Group is a leading global supplier of technology and services. In the areas of automotive and industrial technology, consumer goods, and building technology, some 285,000 associates generated sales of 47.3 billion euros in fiscal 2010. For 2011, the company forecasts sales of more than 50 billion euros and a headcount of a good 300,000 by the end of the year. The Bosch Group comprises Robert Bosch GmbH and its more than 350 subsidiaries and regional companies in over 60 countries. If its sales and service partners are included, then Bosch is represented in roughly 150 countries. This worldwide development, manufacturing, and sales network is the foundation for further growth. Bosch spent 3.8 billion euros for research and development in 2010, and applied for over 3,800 patents worldwide. With all its products and services, Bosch enhances the quality of life by providing solutions which are both innovative and beneficial.

Additional information can be accessed at www.bosch.com, www.bosch-press.com, and www.125.bosch.com.