

Retail Solutions Announces Launch of a Supplier Data Sharing Program with Delhaize Belgium

**“Vendor Pulse” Program Mirrors the Successful Implementation of
Similar Program at Delhaize US, Focused on Improving Supplier Collaboration**

Mountain View, CA, USA – January 4, 2012 – Retail Solutions Inc., the leading solution provider helping consumer packaged goods (CPG) companies create value from operational downstream data, today announced the official launch of Delhaize Belgium’s Vendor Pulse, a collaborative data sharing program aimed at improving the effectiveness of the partnership between Delhaize Belgium and its suppliers.

With Vendor Pulse, Delhaize Belgium, a leading Belgian retailer with over 800 stores in Belgium and Luxembourg, will share sales and inventory data for its integrated stores by day, by store and by product with its suppliers, to help them better plan, operate and measure their joint operations with Delhaize Belgium.

“To provide our shoppers with the best possible experience, Delhaize Belgium is launching Vendor Pulse as a foundation to more effective partnerships with our suppliers,” said Xavier Ury, Vice President, Procurement Support, Quality and Supply Chain, Delhaize Belgium. “We strongly believe that Delhaize Belgium and its suppliers both have a strong role to play in improving customer satisfaction: data sharing will create a single version of the truth as we work with our suppliers to help satisfy the need of every shopper every day, in every store.”

With Vendor Pulse, suppliers will gain access to near-real time, detailed visibility over the performance of their products in every Delhaize store. This will enable them to be more responsive to shopper behavior, drive better on-shelf availability, maximize the productivity of inventory and design promotions and assortments better fit to market trends.

Vendor Pulse will be operated by Retail Solutions, who also powers the program at Delhaize US. Delhaize Belgium and Retail Solutions will leverage the experience gained in an initial pilot with two suppliers to optimize the quality of the shared data as well as design and execute effective collaborative processes with all suppliers.

“Retailers like Delhaize Belgium are on the forefront of supply chain and category management innovation in Europe,” added Cédric Guyot, General Manager Europe, Retail Solutions. “In a highly competitive marketplace, both retailers and suppliers are looking for sources of competitive differentiation and operational efficiencies: data sharing provides opportunities to achieve both, and we look forward to supporting Delhaize as we ramp up the Vendor Pulse program.”

Concluded Ury: “Selecting Retail Solutions as the foundation for that program was the natural decision, based on the positive experience we already had in the United States. We look forward to replicating this success with our vendor community in Belgium.”

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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 Delhaize

As of September 2011, Delhaize Belgium operates 817 stores. Under its different banners (supermarchés Delhaize, AD Delhaize, City Delhaize, Proxy Delhaize, Shop 'n Go, Tom&Co et Red Market), Delhaize Belgium had 2010 retail sales of €4.8 billion. In 2010, according to Nielsen, Delhaize Belgium had a 26.3% market share in Belgium. The company employs more than 17,000 collaborators. Delhaize Belgium is a part of Delhaize Group, a global retailer active in 11 countries on three continents. As of September 2011, the Delhaize Group operated 3362 stores and had 154,000 employees. Please visit www.delhaize.be for more information.