

Retail Solutions Ranked Number One in Customer Experience in Consumer Goods Technology Magazine's 2010 Readers' Choice Survey

Company Wins Reader's Choice Award in the Demand Data Analytics Category for Fourth Year in a Row

Sunnyvale, CA – February 1, 2010 – Retail Solutions Inc., the leading solution provider helping consumer packaged goods (CPG) companies create value from operational downstream data, today announced that *Consumer Goods Technology* magazine readers have awarded the company the Readers' Choice Award in the "Demand Data Analytics" category for the fourth consecutive year and have ranked the company number one in customer experience.

"We are very proud to be once again recognized by the readers of *Consumer Goods Technology*," said Jonathan Golovin, Chairman and Chief Executive Officer, Retail Solutions, "However, we are particularly gratified to be recognized as the highest rated solution provider in customer satisfaction. It is the best recognition for the customer-focused work of the entire Retail Solutions team, dedicated to ensuring our 300+ customers achieve a high return on investment from a Retail Solutions implementation."

Retail Solutions is the largest and fastest growing solution provider in the field of Retail Execution Management, an enterprise-wide set of applications, business processes and capabilities enabling leading consumer goods companies to transform near-real time, granular retailer downstream data into actionable visibility into the store and onto the shelf.

With these insights, these companies can react faster to issues in the store, plan supply chain, marketing, sales, field operations and category management activities more effectively and understand the real key success factors for the integrated retailer-supplier supply chain, from the supplier warehouse to the shelf.

In the Readers' Choice '10 issue of *Consumer Goods Technology* magazine, Paul Rieger, Associate Director, Supply Chain Innovation, the Procter & Gamble Company said that "being in-stock on the shelf and during promotional events is critical to winning the first moment of truth with our retailer's shoppers. P&G views downstream data and the Retail Solutions suite of applications as key enablers to better serving our consumers, collaboratively with our retail partners."

With over 300 customers, including 20 of the largest 25 global consumer packaged goods companies and many small and medium enterprises, Retail Solutions has by far the largest customer base and the most experience in its field.

“Customer satisfaction and ROI are closely linked,” added Karl Waldman, Vice President of Customer Operations, Retail Solutions. “Value in the demand data analytics space does not come from a database project and a stack of reports: it comes from a complete set of actionable, resilient, high-ROI processes based on downstream data – from Retail Execution Management. More and more CPG companies now understand how this can provide a sustainable competitive advantage, while creating value today for the shopper, the retailer and themselves.”

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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 300 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 <http://www.retailsolutions.com> for more information.

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