

Retail Solutions Opens First European Subsidiary

Establishes Office in Paris to Support Growing Demand for International Roll-outs

Sunnyvale, CA – October 13, 2009 – Retail Solutions Inc., the leading solution provider helping consumer goods companies create value from operational retailer data, announced today that it has incorporated a French subsidiary, Retail Solutions SAS. The company already has several employees in Europe.

“Our more than 300 customers have achieved a compelling ROI with operational retailer data across multiple teams in the United States,” said Jon Golovin, Retail Solutions Chairman and Chief Executive Officer. “Many of these same customers are now asking us to expand the roll-outs to include data from European retailers.”

Retail Solutions’ unique combination of a powerful data management infrastructure, an advanced reporting and business intelligence engine bundled with high-value proprietary applications has helped consumer goods companies achieve tangible benefits wherever granular, up-to-date operational retailer data is available.

“Such data is now becoming broadly available in select European markets,” said Cédric Guyot, Retail Solutions Vice President of Marketing and General Manager for Europe. “European retailers such as Asda, Sainsbury’s and Tesco in the United Kingdom, Metro in Germany or Carrefour in France have begun sharing data or are in the process of developing open data sharing programs with their key suppliers. The issues Retail Solutions helps solve in the United States with this data, such as on-shelf availability, promotion and product launch execution or the need for more effective category management and collaboration are equally relevant in Europe.”

Retail Solutions already has firm European commitments from five of the top ten global consumer product companies in Europe and is in advanced discussions with many others to extend the benefits of its Retail Execution Management offerings in Europe.

“It has always been our plan to support our customers on a worldwide basis. Founding Retail Solutions SAS in Paris is but a first step in a long process to become a worldwide provider of Retail Execution Management.” added Golovin. “Most of our larger customers have a global presence: building a local support infrastructure in Europe was the logical and necessary step to help them expand their successful implementations from North America into Europe.”

The European office for Retail Solutions office is located at 95 rue La Boetie, 75008 Paris.

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About Retail Solutions Inc.

Retail Solutions applies science to retailer data. Retail Solutions develops and delivers a comprehensive suite of software-as-a-service (SaaS) solutions that turn retailer data, such as point-of-sale (POS), supply chain, merchandiser feedback and EPC data into actionable visibility into the store and onto the shelf.

Leading companies such as 3M, Abbott, Bausch & Lomb, Bayer, Colgate-Palmolive, Crayola, Clorox, Heineken, HP, Kao Brands, Kraft, Novartis, Procter & Gamble, Reckitt-Benckiser, Schering-Plough Corp., Stemilt 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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