

Retail Solutions Continues Strong Growth in 2009, Sees Increased Focus on Enterprise-Wide Retail Execution Management Roll-Outs for 2010

**Company Releases New Website, Updates Positioning to Address Fast-Growing
Opportunity for Value Creation from Downstream Data in the CPG Industry**

Sunnyvale, CA – January 14th, 2010 – Retail Solutions Inc., the leading solution provider helping consumer packaged goods (CPG) companies create value from operational downstream data, today reported very strong 2009 results and a growing focus on global, enterprise-wide Retail Execution Management roll-outs.

Retail Execution Management is an enterprise-wide set of systems, 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.

“We believe that this capability will be one of key sources of competitive advantage for CPG companies in the coming decade,” said Jonathan Golovin, Retail Solutions Chairman and Chief Executive Officer. “As retailers share more and more granular data, we see tremendous demand not only for downstream data management, but more importantly for a set of automated, actionable applications creating value from this data both for the CPG companies and for their customers – the retailer and the shopper. There is rapidly growing demand for Retail Execution Management and Retail Solutions is ideally positioned to serve the industry.”

To learn more about Retail Execution Management, please visit www.retailsolutions.com/rem.

Retail Solutions serves over 300 companies in the CPG industry, and enters 2010 with very strong momentum. In 2009, the company achieved the following milestones:

- The company was ranked the #3 fastest growing company in the US in the software category on the annual Deloitte Fast 500™ ranking
- The number of customer teams powered by Retail Solutions grew by over 50% during 2009 and the overall volume of downstream data managed by the company grew by 150%
- The company opened its European subsidiary and now serves customers in six different countries in Europe and the Americas

- Retail Solutions' Intelligent Zero-Scans and On-Shelf Availability applications generated over 4 million actionable out-of-stock alerts for its customers, producing several hundreds of millions of dollars in recaptured sales
- Many Retail Solutions customers presented the results and ROI from their Retail Solutions implementation at 2009 industry conferences ran by the GMA, NACDS or Consumer Goods Technology magazine.

"We see more and more demand for an enterprise capability," added Alex Hase, Vice-President of Sales, North America. "More than a third of our customers are now using Retail Solutions at multiple retailers and that proportion is increasing rapidly. Concurrently, we are also seeing more and more demand for how to take action with the data and this is where Retail Solutions' experience, expertise and scale really do set us apart."

"As companies mature, the focus will shift from getting data to using it," wrote AMR Research's Lora Cecere in her November 2009 'Six Predictions for Downstream Data' report. "The market is at the tipping point. Expect it to double or triple in 2010."

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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 Bausch & Lomb, Bayer, Colgate-Palmolive, Clorox, 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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