

Retail Solutions Activates 500th CPG Customer on its Retail Execution Management Platform

**Company Sees Accelerating Demand for Downstream Data Management Services
in Both North American and International Markets**

Mountain View, CA – July 19, 2011 – Retail Solutions Inc., the leading solution provider helping consumer packaged goods (CPG) manufacturers create value from operational downstream data, today announced it is now managing retailer data on behalf of 500 companies on its Retail Execution Management platform.

“More and more CPG companies today understand how a corporate approach to managing retailer data can help both their customer teams and their headquarter functions perform more effectively,” said Jonathan Golovin, Chairman and Chief Executive Officer, Retail Solutions. “Retail Solutions’ relentless focus on ROI and innovation has helped us become the clear industry leader in our field, both in terms of the number of customers we serve and in the depth of the services we provide to help them deliver on the promise of retailer data.”

Retail Solutions delivers the industry’s most utilized Retail Execution Management platform. On behalf of its customers, the company collects, cleanses and harmonizes downstream data, such as Point-of-Sale (POS) and inventory data by day, by store and by SKU, and translates it into actionable alerts and insights to drive sales growth, inventory reduction and margin.

Its unique combination of a robust, scalable data management capability associated with a set of proprietary, science-based applications helps CPG companies identify and correct out-of-stocks, design and execute more effective promotions and new product launches and drive more effective forecasting and replenishment programs taking into the reality of every product at every store, every day.

Reaching this milestone reinforces Retail Solutions’ clear leadership position in its market:

- 22 of the top 25 global CPG companies trust Retail Solutions to support their Retail Execution Management initiatives
- Retail Solutions manages retailer data coming from 35 retailers in the United States, Canada and Europe, including 9 of the top 10 American retailers

“We expect this momentum to accelerate,” added Peter Rieman, Chief Operating Officer, Retail Solutions. “In the past few months, several major retailers have embraced data-sharing as a way to drive collaboration with their vendors, both in North America and in Europe. The capabilities we offer are fast becoming a standard corporate practice to help CPG companies build true partnerships with their customers.”

###

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, 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.

Media and Analyst Contact Information:

Cedric Guyot, +1(650) 390-6106, cedric.guyot@retailsolutions.com