

## **REMARKABLE ANALYTICS GROW RETAIL SALES**

**Toronto, ON - July 18, 2006** - Retalon Inc., experts in supply chain optimization, announced today that Danier Leather Inc. has successfully deployed RETALON Reallocation Expert software system. The new analytic system is expected to help Danier Leather improve its in-stock position and reduce time spent on transferring merchandise between Danier stores.

RETALON Reallocation Expert is advanced analytic software that automatically determines when and if an inter-store merchandise transfer is beneficial. It helps Danier Leather to remedy out-of-stocks at store level with merchandise from other stores.

"For years we have done transfers between stores manually," says Bruce Aitken, Vice President of Planning and Allocation at Danier Leather. "It took a lot of effort, and we would focus on a limited number of SKU's. Now we can quickly determine what needs to be transferred among our entire in-store inventory."

One of the main advantages of RETALON Reallocation Expert is its capacity to determine the net benefit of a proposed transfer. The computation factors include the ratio of in-store inventory to sales, transportation costs, transfer time periods, store designation and capacity, and other criteria.

"I believe we made an excellent choice with RETALON Reallocation Expert," said Phil Cutter, Chief Information Officer of Danier Leather. "We expect the system's recommendations for merchandise transfers to improve our process by ensuring we move inventory more efficiently and to the right location."

Mark Krupnik, President of Retalon, applauds the enthusiasm of Danier business users embracing the new technology. "The feedback from Danier Leather indicates that RETALON Reallocation Expert surpassed client expectations. The system allows Danier staff to spend more time on their immediate area of expertise, leaving the complex, labour-consuming calculations to the machine."

### **About Danier Leather Inc.**

Danier Leather Inc. is one of the largest publicly traded specialty leather apparel retailers in the world. As an integrated designer, manufacturer, and retailer, Danier Leather is able to offer its customers high-quality, fashionable leather clothing and accessories at unmatched value. Headquartered in Toronto, Canada, the unique combination of manufacturing expertise, exceptional design and rigorous quality control allows Danier to produce leather and suede garments and accessories that are as affordable as they are fashion-forward. For more information on Danier Leather, please visit [www.danier.com](http://www.danier.com)

### **About Retalon Inc.**

Retalon Inc. is a leading provider of advanced analytic solutions for supply chain and marketing operations. Retalon products range from task-oriented solutions to a common analytic platform, resulting in tangible optimization of supply chain and measurable hard benefits for the entire organization. Retalon solutions are successfully deployed in over 60 installations. For more information, visit Retalon Web site at [www.retalon.com](http://www.retalon.com)