



January 6, 2009

TradeStone Launches TradeStone Mobile' to Access Showrooms, Request Samples and Place Orders from a PDA

TradeStone Mobile's Virtual Showroom Improves the Speed and Accuracy of Retailer / Supplier Communication

<http://creativemac.digitalmedianet.com/articles/viewarticle.jsp?id=621473>

TradeStone Software, the retail industry's leading provider of private label and global sourcing solutions, today announced the company has extended TradeStone's Merchandise Lifecycle Management capabilities, including Virtual Showroom, into handheld PDA (Personal Digital Assistant) devices with TradeStone Mobile'. The new PDA platform allows retailers to scan vendor showrooms and catalogs, request samples, and place pre-commitments and orders from their PDA and other mobile devices. TradeStone Mobile gives retailers the full depth of TradeStone's Merchandise Lifecycle Management solutions. With TradeStone Mobile, retailers can check the status of orders, update events and access/update data, all in real-time. TradeStone Mobile supports various popular platforms including the Apple iPhone, Blackberry and Microsoft Windows Mobile 5 or 6.

'TradeStone Mobile extends the breadth of our Merchandise Lifecycle Management solutions to mobile devices, with Virtual Showroom being the first of many updates to come,' said Kamal Anand, Chief Technology Officer, TradeStone Software. 'With TradeStone Mobile, retail buyers can scan products and request samples in real-time, improving the speed and accuracy during the negotiation process and providing a faster product turnaround with fewer mistakes. TradeStone Mobile will also allow retailers to access internal detailed product information as well as vendor specific catalogs, including IBM's (WPC) WebSphere Product Center catalog.'

TradeStone Mobile enables a retail buyer to log into the TradeStone Web site via their PDA browser, then enter the item number or use the scanner to scan the barcode label on samples, with product details, including images, displayed on the screen. A key feature includes the buyer's ability to enter product selection and quantity, comment on the selected product and also request samples. The buyer can also track and provide offers, which are captured within the TradeStone system, giving everyone visibility into the supplier negotiation process.

'TradeStone Mobile is part of TradeStone's ongoing efforts to provide innovative and superior tools that make it easier for retailers to work in today's environment and accommodate the way retailers

and suppliers communicate and collaborate,' said Sue Welch, CEO, TradeStone Software. 'Already in use within the private label and global sourcing division of one of Europe's largest retailers, TradeStone Mobile is helping them offer private label products to their various retail banners in 27 different countries. This exciting new platform is just the beginning of the many new developments we will be offering our customers in 2009 and we look forward to making this a year to remember.'

TradeStone Mobile will officially be launched at next week's National Retail Federation (NRF) 98th Annual Convention and Expo in New York City, January 12-13, 2009. TradeStone representatives will be in Booth #559 to discuss and demo the full TradeStone Merchandise Lifecycle Management suite and TradeStone Mobile's functionality. TradeStone CEO Sue Welch will also discuss the news when she co-presents with IBM Global Business Services Associate Partner Colin Taylor on Successful Strategies for Private Label Growth on Tuesday, January 13 at 10:00 am ET in Room 2D09. For additional information on TradeStone Mobile or to inquire about attending the TradeStone/IBM presentation, please call 978-281-3723 or email sales@tradestonesoftware.com.