



Cavender's Boot City Upgrades to the Latest Version of Vision Merchandising
Western wear Retailer Continues its Commitment to Jesta I.S. and its'
Vision Merchandising Solution

New York, NY – June 18, 2008 - Jesta I.S., a leading supplier of business solutions for the soft goods and specialty markets, announced today that one of its' long time customers, Cavender's Boot City, a leading western wear and footwear retailer operating more than 50 stores primarily within the state of Texas has successfully upgraded to the latest release of Vision Merchandising.

With Vision Merchandising, Cavender's has been able to centralize buying and ensure that its product mix meets anticipated demand. Taking it a step further, Cavender's leveraged the use of VMI (Vendor Managed Inventory) with key vendors to help eliminate stock-out for top sellers. Since the latest version of Vision Merchandising includes modules for assortment planning and allocation, Cavender's can take advantage of these new functions all within a single application.

"We have a well rooted relationship with the Jesta I.S. team. We are confident in the Vision Suite and we believe that Vision Merchandising drives profitability for our organization. As a long time user we benefit from Jesta's ever-evolving product, its user base as well as Jesta's ability to not only bring in new, robust functionality into individual products, but its ability to offer new solutions that complement the suite," stated Jim Thompson, CFO for Cavender's Boot City

A key feature which Cavender's leverages in Vision Merchandising is replenishment. Cavender's buyers have seen great improvements in their sell through which they can manage right down to the lowest level. The latest version of Vision Merchandising includes an even more robust replenishment feature coupled with an enhanced user interface and additional security for purchase order creation.

"Cavender's Boot City is a perfect example of a customer that Jesta has been able to grow with. We are very proud that we have been able to maintain solid customer relations and loyalty within our user community. This is the core of our professional services offering. Jesta I.S. has been able to secure its position in the marketplace by keeping our customers happy and providing them the best tools and services in our space," added Leslie Belcher, President of Jesta I.S.



About Cavender's Boot City

Based in Tyler, Texas, Cavender's Boot City is the largest western wear retail chain in the United States, operating retail stores as well as a popular Web store featuring western boots, accessories and apparel for men, women and children. Cavender's Boot City and Cavender's Western Outfitters have become synonymous with western fashion. Additional information is available at www.cavenders.com

About Jesta I.S.

Jesta I.S. is a leading supplier of business solutions leveraging more than 35 years of expertise in supply chain management systems for manufacturers, distributors and retailers primarily in the soft goods and specialty industries worldwide. Jesta I.S. is recognized for its expertise, innovative products and services and its commitment to evolving business solutions in today's rapidly changing business world. Jesta I.S.' solutions process essential business management information for well known industry leaders including Perry Ellis International (NASDAQ: PERY), PUMA (German: PUM), Genesco Inc. (NYSE: GCO), Town Shoes Limited, Tween Brands Inc. (NYSE: TWE), Cole Haan, Hagggar Clothing Co., Cavender's Boot City and DSW Inc. (NYSE: DSW) as well as many others. Additional information is available at www.jestais.com

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