



Cavender's Boot City adds Jesta I.S.'s Vision Financials to its suite of Vision Solutions

Leading Western-wear retailer achieves sound, efficient financial management practices and control with Vision Financials.

New York, NY – November 19, 2009 - Jesta I.S., a leading supplier of business solutions for the soft goods and specialty markets, announced today that, Cavender's Boot City, a leading western wear and footwear retailer operating more than 50 stores primarily within the state of Texas has successfully gone live on Vision Financials.

Vision Financials is part of the Vision Suite and enables organization to reduce the number of vendors, opting for a more affordable and integrated solution from a single vendor. Cavender's Boot City, also counts on Vision Merchandising and Vision Planning to run their business. The integrated retail offering ensures that data is unified across the enterprise so that meaningful and accurate decisions can be made while strengthening corporate and fiscal discipline.

"As a long-time Jesta I.S. customer and Vision Merchandising and Vision Planning user, Cavender's was well positioned to take advantage of the integrated Vision Suite by deciding to roll out Vision Financials. With Vision Financials, we are able to reduce processing time for month-end calculations and simplify the accounts payable processing cycle, creating a more predictable cash flow. We can see additional benefits including a clear reduction in manual tasks that allow our team to function more efficiently," added Jim Thompson, CFO for Cavender's Boot City

Cavender's can maximize invoice processing and invoice with or without a Purchase Order, match against the PO and Receipt, release within preset tolerance limits, and include notes and attachments to all transactions. Accounts Payable module offers Cavender's with flexible payment processing, a simple yet robust means of managing vendors, simplified bank reconciliation, import/export abilities including built in formulas for optional export of data to Microsoft Excel.

Cavender's is able to improve decision making by taking advantage of the systems on screen flexible General Ledger inquires and drill-down right to the source transaction of the inquiry. Another time saver is the accelerated data entry with templates and recurring journal entries.

"Jesta I.S. has a long standing relationship with Cavender's Boot City and we are very happy to announce their go-live on another Vision product. We are confident that as retailers, especially in the current climate, continue to evaluate their enterprise systems and IT spend, will start to reconsider the best-of-breed approach to systems. Cavender's like many of our customers have realized the cost savings associated with reducing the number of software vendors. We like to say that we offer tier 1 functionality at a tier 3 price which Jesta I.S. can do compared to the larger enterprises," 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 40 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, Haggar Clothing Co., Cavender's Boot City and DSW Inc. (NYSE: DSW) as well as many others. Additional information is available at www.jestais.com

###

Copyright (2009) Jesta I.S. Inc. ALL RIGHTS RESERVED. All information contained in this document is the property of Jesta I.S. Inc. Vision Merchandising, Vision Planning, and Vision Financials are trademarks of Jesta I.S. Inc. All other company and product names are trademarks or service marks of their respective owners.

###

Marketing
Jesta I.S.
(514) 925-5100
marketing@jestais.com