



Dean Street Group Successfully Deploys Jesta I.S. Retail ERP Suite

Newly established firm achieves go-live in just three months

New York, NY, July 02nd, 2009 - Jesta I.S., a leading supplier of business solutions for the soft goods and specialty markets, announced today that Dean Street Group LLC has successfully implemented Jesta I.S.' Vision Merchandising and Vision Financials applications.

Englewood, NJ-based Dean Street Group LLC is an importer and retailer of affordable footwear. Founded in 2008, its' principals bring many years of successful product development and retailing from the branded, and make up channels of the footwear business.

Dean Street Group operates as a "shop in a shop" and manages the entire footwear business at 840 Rite Aid Pharmacy locations on the west coast of the United States. Dean Street Group is responsible for all footwear assortment and merchandise planning, procurement and fulfillment.

An important factor in Dean Street Group selecting the Vision Suite was Jesta I.S.' proven expertise in footwear. The Vision Suite's ease of use, breadth of functionality, and rapid implementation methodology also played a pivotal role in the selection process. Dean Street Group was confident that Jesta I.S. experience and business model could get the organization live in just three (3) months time.

"We are delighted to welcome Dean Street Group to our user community. Jesta I.S. continues to strive to meet our client's expectations by offering solutions that have a solid upgrade path to meet future growth or expansion. Jesta I.S.' ability to successfully get Dean Street Group's business up and running in a mere ninety days proves that our rapid implementation methodology works," commented Leslie Belcher, President of Jesta I.S.

"From our initial meeting through successful go-live the Jesta I.S. team has proven to be a valuable and professional partner that understands our business requirements. There are many reasons why Jesta I.S. was identified as the right partner for Dean Street, however rich functionality and speed to go-live were the two of major factors." added William Lenich, President for Dean Street Group Inc.

"We have been able to quickly reap the benefits of the Vision Suite. This integrated offering eliminates the need for rekeying information and will provide management with great visibility. Vision Merchandising is now running our business allowing us to focus our time on critical management decisions. We expect to be live on Vision Planning in the coming months and look forward to even greater rewards from this integrated suite," added Margaret Reed, COO for Dean Street Group Inc.



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, 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.

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