



Town Shoes Inc. Upgrades its Retail Enterprise Solution with Jesta I.S.

Upgrade includes Vision Merchandising, Vision Analytics and the Vision Suite Data Warehouse

New York, NY – December 08, 2009 - Jesta I.S., a leading supplier of software solutions for the soft goods and specialty markets, announced today that Town Shoes a leading Canadian-based fashion footwear retailer has successfully performed an upgrade of its retail enterprise system.

The upgrade to Vision Merchandising 11.0 included the Jesta Vision Analytics module. Vision Analytics provides Town Shoes with the ability to view retail KPIs to help manage its business and build unlimited reports. Town Shoes now has the capability to distribute reports automatically using the report scheduler to persons or groups who can drill-down through the executive dashboard to retrieve information about business performance across the enterprise.

“It is very important to Town Shoes that we retain the highest customer loyalty levels possible and to do so we know that we need to have the right assortment of shoes for each store. With Vision Merchandising and Vision Analytics we have gained further insight into our selling patterns and customer buying preferences, in turn allowing for far more accurate merchandise that meets each customer’s preferences.” stated Peter Gerhardt, Chief Financial Officer, Town Shoes Inc.

Vision Merchandising 11.0 includes enhancements to merchandise allocation providing Town Shoes with the ability to fulfill demand by facilitating the distribution of the right merchandise to the right stores and channels. Allocations created by Vision Merchandising are based on fashion and season trends, customer demands, store, channel and location attributes. Using Vision Merchandising Town Shoes can optimize allocations at the item, SKU or store level to increase productivity through automation and reduced distribution costs.

As a footwear retailer, it is important for Town Shoes to arrive at the optimal size runs and pre-pack for styles selling at locations with regional differences. Vision Merchandising 11.0 includes an enhanced size and pack module, allowing Town Shoes to dynamically create size pre-packs based on the size performance of select group of styles at a select group of locations.

“Vision Merchandising automates many processes for our clients while making merchandise recommendations that require little to no merchant intervention. Over time we see customers relying more and more on the application’s ability to automate business processes. The upgrade of Vision Analytics and the inclusion of the Vision Suite data warehouse will aid Town Shoes in its ability to generate not only the reports they want, how they want them, but provide them with total visibility and the intelligence needed in this competitive retail landscape,” stated Leslie Belcher, President for Jesta I.S. Inc.



About Town Shoes Limited

Town Shoes Limited is a Toronto based retailer operating more than 106 stores across the country under the Town Shoes and The Shoe Company banners. Town Shoes is full service mall-based operation offering high-grade women's and men's footwear and related fashion accessories. The Shoe Company is a power center based big box operation, offering footwear and related accessories for the entire family. The Shoe Company is the largest operation of its kind in Canada. Additional information is available at www.townshoes.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 AG (XETRA: PUMV.DE), 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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