

**Enhanced Retail Solutions LLC**  
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**Who's Minding the Store: Former JCPenney Buyer Illuminates  
How to Motivate Buyers with Data**

*ERS and DirectEDI Announce Webinar*

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**New York, NY – April 06, 2010:** Direct EDI, Inc. a leading solutions provider for EDI enablement, software & integration announces a free EDI Webinar “Who’s Minding the Store? Former JCPenney Buyer Illuminates How to Motivate Buyers with Data” with Jim Lewis of Enhanced Retail Solutions LLC (ERS). This joint effort is part of a series of EDI webinars designed to improve supply chain efficiencies and improve sales and inventory productivity. ERS’ first seminar with Direct EDI was so well received that Direct EDI invited ERS to create a second one.

According to Jim Lewis, “Research shows that just 59 percent of merchandising and promotional initiatives are executed in the intended fashion. The cost impact of poor store level execution may be as high as 2-5% of annual sales. With that in mind we are trying to teach vendors that it is in their best interest to collaborate with their retail buyers to help them manage the business”.

Jim Lewis, CEO of ERS managed or bought key categories in Men’s, Children’s and Home Textiles throughout this 15-year career at JCPenney. Jim has been featured in Apparel, Home Textiles and Licensing publications and has conducted seminars at industry associations and trade shows including MAGIC and The Licensing Show along with LIMA and Toy Industry Association sponsored seminars and webinars. Jim was recently honored to conduct a seminar at his alma mater, The University of Florida, at the Miller Center for Retailing.

**Topics covered in Webinar:**

- \* How to help vendors and retailers collaborate more effectively
- \* The benefits of conducting detailed store level analysis
- \* Demographic profiling and managing inventory more effectively
- \* Using the 852 POS data to support sales at retail

**Who should attend:**

- \* Suppliers, retailers, grocers, wholesalers
- \* EDI Coordinators/Developers/Mangers, Compliance Managers/Coordinators, Directors
- \* EDI, Compliance, Sales, Finance (AR, AP, Credit/Collections), Purchasing, Logistics, Inventory Management

Whether you are trying to meet the demands of Wal-Mart or want to uncover opportunities that would otherwise go unnoticed by the buyer at virtually any major retailer, this seminar will provide you the tips you need to be successful.

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**Date & Time:**

Thursday, April 22, 10:30 AM - 11:30 AM PDT / 1:30 PM – 2:30 PM EST

**more**

Registration for this event as well as recorded EDI webinars prior to the event may be accessed at: <http://www.directedi.com/webinars>

DirectEDI advises that space is limited and urges those interested to reserve their Webinar seat now.

**About Enhanced Retail Solutions LLC**

Enhanced Retail Solutions is a New York based software and consulting firm specializing in retail analysis for the manufacturer. ERS' state of the art software tools deliver the critical data, quickly, easily and cost effectively, adding hundreds of millions of dollars to their clients' bottom line. ERS' broad customer base includes industry leaders in the Apparel, Footwear, Home Textile, Home Décor, Home Improvement, CPG, Health and Beauty Aids, Toy and Food Industries. For more information, visit <http://www.ers-c.com>. Enhanced Retail Solutions can be followed on twitter at @enhancedretail.

**About DirectEDI**

Direct EDI, Inc. (<http://www.directedi.com>) is a provider of online EDI solutions and EDI services for EDI compliance. Direct EDI solutions join together a team of industry experts and the most advanced technology available in the market. The result is a set of cost-effective, easy-to-use solutions for EDI compliance that improve workflow across trading partners to reduce purchase order and invoicing delays. Direct EDI is used by some of the leading Fortune 1000 companies and connects thousands of retailers, suppliers, and service providers in its community of supply chain trading partners.

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For immediate release