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Eminent companies continue to engage Enhanced Retail Solutions

Regatta/Pacific Alliance, Welspun and Louisville Bedding Company become clients

New York, NY – July 13, 2010: Enhanced Retail Solutions (ERS), a top provider of solutions to suppliers of the retail industry for use in analyzing product sales and trends as well as improving inventory productivity announced the selection of its enterprise software and/or consulting services by Regatta/Pacific Alliance, Welspun and Louisville Bedding Company.

With Desktop Analyst, manufacturers can more easily become involved in the management of their own lines at the retail level; and track their products through their entire retail lives. In a few simple steps, this software provides in-depth reporting on an individual sku's inventory, sales and projections - all at door level. Desktop Analyst also automates and better predicts retail door level replenishment and wholesale inventory forecasting.

Regatta/Pacific Alliance is the second Division of Li & Fung USA to join ERS' client roster. This proprietary brand group develops, supplies and manages coveted fashion brands such as Simply Vera Vera Wang, Daisy Fuentes, LL Cool J, Russell Simmons and American Classics for the world's largest retailers.

Welspun, affiliated with the \$3 billion multinational Welspun group is a top provider of high quality bed and bath products whose brands include: Nautica, Waverly, Christy and Amy Butler.

Louisville Bedding Company produces mattress pads and mattress protectors, fiberbeds, featherbeds, latex foam, polyurethane foam, comforters, sheets, and bed pillows and has grown to be the world's largest producer of mattress pads. The company has the capacity to produce in excess of 18 million mattress pads and 14 million bed pillows a year.

"We deeply respect the success of these organizations" said Jim Lewis, Founder and CEO at ERS. "We are gratified for them to have chosen our company to help manage their retail business."

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

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deliver the critical data, quickly, easily and cost effectively, adding hundreds of millions of dollars to their clients' bottom line. ERS' broad customer base also includes industry leaders in the Apparel, Footwear, Home Textile, Toy, Home Decor, Home Improvement, Electronics, Consumer Products and Food Industries. For more information, visit <http://www.ers-c.com>.

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For immediate release