

FOR IMMEDIATE RELEASE

WHO WILL BE THE LAST SUPPLIER STANDING? SURVIVE MAGIC 2004 WITH ERS, Inc.

Dallas, TX – The kings of the retail jungle are stampeding to attend the **Survival of the Fittest** seminars at MAGIC 2004. Enhanced Retail Solutions (ERS) of Dallas, is the sponsor.

Due to popular demand, a second seminar has been added. The two sessions are Monday, February 23, 2004, 12:00pm, at the Las Vegas Convention Center; and Tuesday, February 24, 2004, 8:00am, at the Sands Hotel.

ERS' Desktop Analyst is the only software capable of implementing a complete Retail Analysis system, from scratch. This critical process is now cost-effective for wholesalers, and manufacturers. The disciplined use of the Desktop Analyst increases sales, manages inventory, and forecasts trends. Jim Lewis, President of ERS, will personally conduct both seminars.

Enhanced Retail Solutions proudly announces the upcoming release of **Desktop Analyst, Version 2004**. Version 2004 goes on sale on February 1, 2004. Version 2004 contains significant enhancements. It is faster and easier to operate.

2003 was a year of significant growth for Enhanced Retail Solutions (ERS), the creator, and sole distributor of the Desktop Analyst software package. At the beginning of the year, company founder Jim Lewis promised that Desktop Analyst would become "the tool that suppliers cannot live without." To date, such industry powers as Britannica Home Fashions, Hollander Home Fashions, Jay Franco & Sons, Longstreet and JetWear, Inc. agree.

The Desktop Analyst is the must have software for Suppliers interested in improving their sales and profits, and reducing inventory risk. The benefits of using Desktop Analyst also extend to Buyers; a good will gesture that pays a substantial dividend for the Supplier.

Version 2004 is more visual, thus more user friendly. It also includes a simplified method of importing data, more store statistics, expanded functionality in Demographic Profiling, and new charting capabilities. Manufacturers will appreciate added forecasting techniques that allows for shelf stock and multiple vessels on the water. Finally, a Market Basket tool has been added.

For more information, contact:

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