

ENHANCED RETAIL SOLUTIONS, ENHANCED CONSULTING STAFF: SEAN PROUTY on the WEST COAST

New York City, NY (January 2, 2006) -Enhanced Retail Solutions, the leader in Retail Analysis consulting and software, responds to its' growing customer base by adding Sean Prouty as a West Coast-based consultant.

"Hiring Sean is one result of my recent trip to California," says ERS Chief Executive James Lewis. "We're growing on both coasts, and everywhere in between. A larger staff covers more territory, and our expanding client roster."

Prouty comes to ERS from one of the company's clients, Mad Engine, where he served as a planner and analyst. Prouty used his math skills to handle large accounts including Wal-Mart. At ERS, Prouty will be responsible for sharing the consulting workload with CEO Lewis, managing California accounts, and establishing new business.

Prouty adds "Joining the ERS team provides a chance for me to work on the cutting edge of the business. We're doing battle on the margins of your business: saving you money by crunching the numbers. The fact is that it takes more than a good product to make it in today's market. You need ERS to keep you lean, competitive, and profitable."

Enhanced Retail Solutions is a New York based consulting firm specializing in retail analysis for the manufacturer. ERS' state of the art software tools deliver the critical data, quickly and cost-effectively. ERS' broad customer base includes industry leaders Fishman & Tobin, Mamiye Brothers, Donnkenny, Haddad Brands, Hollander Home Fashions.

For ERS clients that have a limited in-house analysis and planning staff, ERS can implement any degree of consulting assistance. ERS' expanded consulting staff combines the perspectives of former buyers, manufacturers, and Lewis himself. ERS consulting specializes in Margin Guarantee Risk Assessment, Sku Optimization, Demographic Planning & Analysis, and Weekly Item Planning. The overall goal is the improvement of manufacturer-buyer relationships.

ERS clients that already have in-house analysis and planning staff can simply license ERS Desktop Analyst software. ERS will install and customize the software. ERS also provides training services.

"Sean and I have enough common experience to communicate quickly and effectively," says Lewis. "Plus he brings another perspective, which is always welcome at ERS. He's one man, but his presence adds exponential growth to our expanding company."

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