

Richloom Home Fashions Chooses *Desktop Analyst* Retail Analysis Software

Texas (December 15, 2004) – Richloom Home Fashions, a leader in the Home Textiles Industry, has purchased the Desktop Analyst Software Suite, a product of Enhanced Retail Solutions (ERS) of Frisco, TX.

With Desktop Analyst, manufacturers can more easily become involved in the management of their own lines, on 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, projects and demographic appeal- all at door level.

It helps place Richloom at the forefront of technology and provides them a different perspective when studying the business. *Desktop Analyst is the only analysis software written from the perspective of the retail buyer.* Desktop Analyst's reports and graphics are composed in language that buyers will *appreciate*. It's an action plan for the buyer and a highway to increased business for everybody.

"In order to meet the demand of their recent growth Richloom is building a very strong planning and analysis department; one of the finest in the industry. Desktop Analyst is a great addition for them, because of its unique, buyer's perspective," said James Lewis, President of Enhanced Retail Solutions.

"Desktop Analyst is fast, it's comprehensive, and it's easy to integrate into an existing analysis department. And the reports appeal to the buyer's sensibility. Desktop Analyst will bring instant results at Richloom", said Todd Cella, Director of Sales and Marketing.

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