



FOR IMMEDIATE RELEASE

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FORECAST PARTNERS WITH KSS RETAIL FOR PRICE AND PROMOTION OPTIMIZATION IN THE BALKANS

ATHENS – December 20, 2012– KSS Retail, a dunnhumby company, today announced a partnership agreement with Forecast Ltd., an Athens-based provider of price and promotion optimization consulting services to large retail companies throughout the Balkan region. Forecast Ltd. will work in conjunction with KSS Retail to provide products and consulting services.

With more than 20 years of experience in the retail sector, Forecast Ltd. has been instrumental in providing organizations in the region with advanced technical solutions and products. Continuing this effort, Forecast today works with clients in the Balkans, Cyprus and Turkey.

KSS Retail is one of the largest and leading companies in the pricing optimization technology worldwide, with facilities and customers worldwide such as TESCO, Kroger, O'Reilly, 7-Eleven, and Sonae. Its flagship technology solution, PriceStrat, enables merchandising executives, category managers and pricing analysts to increase their productivity and make better, smarter decisions about pricing particularly in high-volume, low-margin environments.

With the help of KSS Retail, organizations can optimize their pricing and negotiate supplier terms by utilizing “what-if” scenarios that use real-time data for improved accuracy in forecasting. This in turn enables organizations to enhance their competitive positioning, improve margins, create pricing stability, increase revenue, and meet other strategic corporate objectives.

“We are excited about growth in Europe and looking forward to a continued partnership with Forecast Ltd.,” KSS Retail CEO Yael Cosset said.

About Forecast

Forecast Ltd. is an independent market research and consulting company founded in 1991, with the vision to provide high-quality research and consulting services to businesses and institutions involved in the production and distribution of mass selling goods. In this pursuit Forecast Ltd. excels in pricing research, in-store research and consumer research. For further information, please contact Mr. Spiros Asproudis in sasproudis@forecast.gr or phone 210 325821, 2

About KSS Retail

KSS Retail, a dunhumby Company, is the premier global provider of price optimization and shopper insight solutions for the grocery, convenience, chain drug, general and online retail industries. Retailers use KSS Retail software and professional services to better understand their shopper's needs, and to deliver more effective pricing, promotions and merchandising decisions. KSS Retail clients consistently achieve improved market share, sales and profit growth, and enhanced competitive positioning. Current clients include 7 Eleven, O'Reilly Auto Parts, BI-LO, Sonae, Raley's, United Supermarkets, dabs.com, ABC Fine Wine and Spirits, and many others. For more information, visit www.KSSRetail.com.

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