



NEWS RELEASE

*** FOR IMMEDIATE RELEASE ***

October 11, 2007

Media contact: Jeff Sears / 203.451.2155 / jsears@g4analytics.com

Spyder Active Sports selects G4 Analytics and TXT e-solutions for demand planning solution & implementation

*Skiwear innovator chooses companies for solution scalability,
industry knowledge and implementation expertise*

NEW YORK – G4 Analytics, a planning and demand management solutions and business consulting company, and TXT e-solutions, global experts in Demand and Supply Chain Management for the Fashion and Apparel industry, announced today that Spyder Active Sports, a foremost brand of high-end skiwear, outerwear and apparel will deploy TXTDEMAND for its demand and capacity planning solution. G4 Analytics, TXT's North American partner, will be responsible for the implementation.

“TXT really impressed us with their expertise in our market space - active sports and outdoor wear. Their in-depth understanding around demand planning and procurement sourcing was immediately evident. TXT showed an impressive grasp not only of the technology, but also of our process and how to optimize it,” said Spyder's CIO, Kevin Smith. “With Spyder's continuing rapid growth, we realize the importance of demand planning and the supply chain to scaling our business. We looked at a number of solutions and decided that TXTDEMAND was best suited to handle our current needs and as a platform for future growth. Once implemented, we believe we'll realize the benefits almost immediately,” Smith concluded.

TXTDEMAND is a part of the TXTPERFORM SCM suite which provides companies with demand planning solutions covering forecasting, sales budgeting, purchase planning and merchandise planning. With TXTPERFORM, customers achieve improved service levels and a better response to market demands with lower inventory levels and therefore a reduction in working capital. In addition TXTPERFORM includes TXTPRODUCT for PDM, TXTCHAIN for SRM, TXTPLAN for Production planning and TXTDRIVE as the workflow management and analytics component.

"Spyder is a worldwide leader in ski racewear with many top World Cup and Olympic skiers as customers. Spyder has a long history of product innovation and grasp of their customers needs," said Richard Hall, CEO of G4 Analytics. "With such demanding customers, Spyder requires the highest quality and performance from both their products and vendors. We are honored that Spyder chose G4 and TXT. Together G4 and TXT will be focused on giving them both technology and best practices to achieve their goals," he concluded.

"We are delighted that an innovative organization such as Spyder has selected us. It is great that Spyder recognizes TXT e-solutions and TXTDEMAND as the perfect solution to support Spyder's challenges in dealing with the complexity and dynamicity of this specific market. Our know-how and experience has been acquired through working with more than 250 companies within this sector and our expertise is now widely acknowledged" said Stefano Lena – VP of Global Sales and managing TXT US inc."

About Spyder Active Sports

Spyder revolutionized ski racing in 1978 with a padded slalom sweater designed "for racing, by racers." Today, it's the best selling ski brand in the world. Renowned for integration of high-tech fabrication, fashion and function, Spyder products are the choice of the US Alpine, Canadian and Canadian Freestyle World Cup Teams. Always athlete tested and performance-driven, Spyder products range from casual mountain-lifestyle clothing to technical apparel for any outdoor pursuit. Based in Boulder, Colorado,

Spyder apparel is distributed in over 50 countries worldwide. For more information about Spyder, visit www.spyder.com.

About TXT e-solutions

TXT e-solutions (www.txtgroup.com) is an international leader in Strategic Enterprise Solutions and related proprietary software, particularly Demand & Supply Chain Management and Content Management. TXT is headquartered in Milan, Italy, and has offices throughout Europe and the US.

TXT e-solutions target markets include Consumer Goods, Fashion Apparel and Retail. Customers include Tommy Hilfiger, VF Europe bvba, Russell Corporation, Louis Vuitton Malletier and Gerry Weber.

For more information, please visit www.txtgroup.com.

About G4 Analytics

G4 Analytics is a market leader in analytics for Consumer Products companies. The company focuses on helping companies increase the return-on-investment for both selling and supply chain activities. By providing the first fully-integrated platform to offer advanced analytics and simulation exclusively for Consumer Products companies, the G4 solution can help measure, and simulate program effects. This is done by starting with a data integration layer – bringing together industry data from over 75 internal and external sources. G4 Analytics is headquartered in Manhattan with offices in North America and Europe. Customers include Cadbury Schweppes, USSTC and the NBA. For more information, please visit www.g4analytics.com.

#