



PRESS RELEASE

29st January 2008

NRF event in New York proves perfect for TXTPERFORM 2008 US launch

TXT e-solutions teamed up with Microsoft and Junction Solutions at NRF in exhibiting at the event. This also proved a great opportunity to launch TXTPERFORM 2008 the new product from TXT e-solutions announced this month.

TXTPERFORM 2008 generated significant interest from attendees in the Retail, Fashion and CPG industry particularly; they were impressed by the combination of intelligence and planning functionality which would give them significantly better visibility in decision making, and in managing the tradeoffs they often discover too late.

TXTPERFORM 2008 has a unique user interface: Microsoft Office Excel 2007, this was chosen as the optimum approach to secure fast adoptions rates by users as Excel is still a principal tool used for analysis and because the familiarity and trust it holds in many organisations. This seems to be perceived as a considerable advantage by attendees in getting their teams working on one system with one version of the data.

Stefano Lena, VP of Global Sales and managing TXT e-solutions inc. in New York, indicated that the reaction from both our partners at the event and the prospects to which he presented the tool was phenomenal: "combining typical Demand & Supply Chain Management functionalities and those of Excel into one tool makes TXTPERFORM 2008 one of its kind; The ease with which you can write data back after scenario planning and propagate upstream and downstream results secured us great feedback and has given us good reasons to be delighted with our product and Go To Market strategy. These capabilities have tremendous implications for comprehensive and extended Sales & Operations Planning, also integrating TPM for example."

With circa 25 years experience in Supply Chain Management behind it, this new product will fundamentally change the way in which organisations are approaching extended Supply Chain Management; all previously detached modules are now fully integrated a single product under the new .net technology. Organizations will be able to enter a new era of supply chain performance management and of their ability to use intelligence to impact its profitability.

ABOUT TXT GROUP

TXT e-solutions SpA is an international company active in strategic software for industry, media, and telecommunications. TXT is leader in Demand & Supply Chain Management and in Multichannel Content Management, with products and solutions created by TXT Polymedia, a wholly-owned subsidiary. Listed in the STAR segment of the Milan Bourse (TXTS), TXT has some 560 employees. The company's registered HQ is in Milan and it has offices in Genoa, Turin, Vicenza, Bari, Perugia, Rome, Paris, Lyon, Barcelona, Chemnitz (Dresden), Halle (Leipzig), Haarlem, London, and New York.

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