



PRESS RELEASE
London, 27th March 2009

***International Greetings signs with TXT e-solutions
to drive efficiency into their supply chain.***

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TXTDEMAND, part of the TXT e-solutions Supply Chain Management (SCM) suite TXTPERFORM was selected by International Greetings to progress their demand forecasting and replenishment processes to improve supply chain efficiency and the bottom line.

International Greetings, a £194 million leading designer and manufacturer of greetings products, including cards, gift wrapping accessories and stationery has selected TXT e-solutions, a leader in Demand & Supply Chain Management solutions. This new partnership will help International Greetings drive efficiency into two of their divisions, Christmas and Every-day, by deploying TXTDEMAND's demand forecasting and replenishment capabilities. The solution will use point of sale data directly from major grocery chains and other retail outlets including card shops, allowing the demand planners and sales team to have the most up to date information for sharp day to day decision making and forecasting.

TXTDEMAND will significantly improve planning and forecasting for the timely replenishment of their 1000+ SKU's; this is particularly critical for the Christmas division where products are seasonal and thus have a very short life cycle. By improving the understanding of demand patterns and pushing this information upstream to their 10 major suppliers, International Greetings will be able to improve service levels to their customers and reduce obsolete stock achieving improved Supply Chain profitability.

"This project is the continuation of our push for better supply chain efficiency and profitability. To achieve this it was essential to upgrade our forecasting and replenishment systems and processes; the selection of TXT was a logical choice due to their experience with short shelf life products and the user friendliness of the solution which helps fast user adoption. I am confident that TXTDEMAND will help us improve service levels to customers by enabling us to have the right products available at the right time through a better picture of future demand". Adrian Coats – Commercial Director of International Greetings.

"I am very pleased to be working with International Greetings. This project further demonstrates TXT's ability to help manufacturers enhance their visibility of retailer demand; improving service levels and reducing the risk of obsolete stock. Optimised forecasting is of critical importance as most of International Greetings SKU's face highly seasonal demand and/or have a short life cycle. We look forward to continuing to support companies like International Greetings in their quest to maximize their efficiency along the whole value chain". Richard Nicholas, UK Sales Director.

Since its beginnings in 1979, International Greetings have become a key supplier and manufacturer of cards, gift wrapping accessories and stationery to major grocery chains and specialist card shops around the world. International Greetings places



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critical importance on product design and development to help ensure their offer has an unrivalled standard of quality.

TXT e-solutions is an international software products and solutions vendor and leader in "Strategic Enterprise Solutions" in the industrial and media sectors. The principal business areas in which it operates are *Demand & Supply Chain Management* (DSCM) with TXTPerform offer and *Media & Channel Integration* with TXT Polymedia company (100% subsidiary); advanced software systems for the *Aerospace & Defence and Banking & Finance* industries with the TXT Next offer. The company is listed on the Star segment of the Italian Stock Exchange (TXT IM). TXT has approximately 600 employees. The Company has headquarters in Milan, with offices throughout Italy, in Paris, Lyon, Barcelona, Chemnitz (Dresden), Halle (Leipzig), Bussum, London, Wynyard and New York.

For further information:

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