



**PRESS RELEASE**  
**London, 23<sup>rd</sup> September 2009**

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## **Entertainment Retail Group signs with TXT e-solutions for an improved demand management process**

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TXTDEMAND, part of the TXT e-solutions Supply Chain Management (SCM) suite TXTPERFORM was selected by the Entertainment Retail Group to bring control and reliability to their demand management process.

Entertainment Retail Group (ERG), the Benelux's leading movie and computer games rental chain have selected TXT e-solutions, a leader in Demand & Supply Chain Management solutions. The new partnership will help ERG's 550+ "Movie MAX" and "Videoland" retail stores get a visibility of demand and more control over demand shaping activities by deploying TXTDEMAND's demand forecasting, planning and sales budgeting capabilities.

With a 95% market share and facing an industry wide downturn in movie rentals it was critical for ERG to target DVD's, computer games and accessories segments and grow sales to positively impact business growth. TXTDEMAND will support ERG aiming to improve forecast accuracy, sales budgeting and responses to fluctuations in demand; additionally the increased visibility into demand will help ERG to further optimise consumer service levels.

ERG currently have 5000+ SKU's which are spread across both the franchise stores and their online store; the combination of a high number of SKU's and the varying channels of distribution requires a new type of solution to ensure the right products in the right stores at the right time and reduce costs of supply.

*"This project is another milestone in improving our supply chain effectiveness, allowing us to continue to grow our presence by increasing the number of stores whilst improving profitability. TXT's experience within retail and in particular products*



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*with short lifecycles was key; I am confident TXTDEMAND will provide us with the necessary tools to reduce our inventory levels and boost our retail sales through improved planning capabilities and having a better picture of future demand."* Ruud Bakker – Chief Operations Officer of ERG.

Since its beginnings in 1996 ERG have expanded quickly to become the leading movie rental chain for the Benelux within retail. Comprised of two brands, "Movie MAX" and "Videoland", they specialise in renting videos, DVD's and video games. They currently have a small retail sales presence which they are looking to expand upon through both their franchises and their online store.

**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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