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For Immediate Release

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New MarketSURE System Streamlines POP Signage Fulfillment

Retailers can now control signage process online from creative development to delivery

SUFFIELD, CT (December 15, 2008) – Windsor Marketing Group, the leading producer of in-store signage and marketing communication programs, announces the launch of MarketSURE, a new online tracking and inventory solution for managing in-store communications. MarketSURE streamlines the signage process by consolidating the planning, ordering and monitoring of a retailer's in-store marketing collateral.

For retailers, coordinating in-store signage can be a complicated, time-consuming process. Large retailers often manage one vendor to supply art, another to provide printing services —offset, screen and digital. A third vendor to supply hardware, a fourth to handle kitting, and a fifth to store and fulfill. MarketSURE offers an online solution that gives clients access to an order entry system, accounting instruments, warehouse storage, fulfillment center, marketing and tracking tools, all in one. Early adopters will see dramatic increases in efficiency and be poised to take advantage of the following benefits of the MarketSURE platform:

Coordination & Speed

All orders received by 3:00 PM EST are shipped the same day. MarketSURE can coordinate every aspect of a client's in-store communications – from art and product, to fulfillment and delivery. With the click of a button, a seasonal signage kit can be sent to one store and a pack of item/price signs to another. A store can click the "Grand Opening" button to receive all current in-store communications.

Lower Costs

MarketSURE is a fully integrated system that handles all printing, collating, kitting, warehousing and distribution of in-store communications materials. The results are volume discounts on larger runs for commonly used programs, lower shipping costs through consolidation, reduced storage costs and lower administrative costs as clients receive just one P.O. and invoice to process per month.

Convenience & Control

Clients are able to sign-in and access their in-store communications instantly. Marketing collateral can be selected for packaging and shipping 24 hours a day. MarketSURE clients can track order progress, pre-plan delivery dates to coordinate special events, search inventory, retrieve detailed order histories and generate usage reports, all from one centralized program. Clients can also access real-time easy-to-read activity reports, receive automatic inventory reorder reminders and view program elements online.

According to Tom Staltare, Director of MarketSURE, "MarketSURE puts the power of a signage program back into the hands of a retailer, enabling anyone at the retail level to monitor their communications programs, twenty four seven." MarketSURE gives retailers the opportunity to take advantage of larger, more cost-effective press runs, because they don't need to provide storage for the excess inventory.

To get started, retailers place an order online. Several marketing parameters including store locations, sign usage, history, costs and thumbnails of signage programs are plugged into the MarketSURE system. The software then triggers the order entry process, warehouse execution and information processing. Retailers get automatic e-mails regarding order confirmations, ship dates and reorder reminders. Every month, a MarketSURE Report Folder is generated, comprising one consolidated



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invoice and usage reports that will help retailers evaluate inventory levels and other details of their in-store communications programs.

MarketSURE is supported by a new 150,000 sq.ft. facility for operations and warehousing. This state-of-the-art, “high cube” warehouse is fully automated, secure and climate controlled. The facility offers full time technical support and customer service.

Note to editors: If you are interested in viewing additional information on MarkeSURE, please visit the MarketSURE webpage at www.windsormarketing.com.

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Windsor Marketing Group

Windsor Marketing Group helps retailers increase sales by developing, manufacturing and distributing in-store marketing programs that captivate shoppers and inspire them to buy. The company is committed to enhancing the shopping experience, increasing basket sizes, and stimulating impulse purchases. Since 1978, Windsor Marketing Group has served over 3000 retailers.