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Alexander Wang Goes Live on Cloud-Based FashionManager PLM/ERP Solution

To support its rapid growth, prominent fashion design house Alexander Wang has implemented the FashionManager software solution from RLM. In just a few short months, the company has deployed the web-based system across its product development, manufacturing, distribution, and financial management teams.

Lyndhurst, NJ - October 14, 2010 -- **RLM Apparel Software Systems Inc.** (<http://www.ronlynn.com>) announces that New York-based fashion brand **Alexander Wang Inc.** (<http://www.alexanderwang.com>) has successfully implemented the RLM **FashionManager On-Demand** enterprise software solution. The premier American designer has gone-live with the cloud-based FM On-Demand software in its product development, manufacturing, distribution, and financial management operations. Founded by celebrated designer Alexander Wang, the company has quickly become one of the most prominent names in women's apparel, footwear, handbags and accessories. By replacing its in-house systems with RLM's integrated, web-based software, Alexander Wang is among the many creative companies that are also innovating in the management of their business infrastructure.

"We wanted a system that covered all of our business needs," stated **CEO Aimie Wang**. "It did not make sense for us to license and build costly interfaces for separate PLM, ERP, and financial packages. We considered best-of-breed systems, but none offered distinct advantages over the RLM's fully integrated cloud computing solution."

RLM FashionManager provides Alexander Wang with the integrated financial, manufacturing, and distribution tools it needs to keep everyone in the organization as well as outside vendors working from the same page. It also improves the company's competitiveness and flexibility by improving its ability to capture sample room costs, maintain accurate fabric and trim inventory levels, project demand, and deliver its products on time.



"Since June, RLM has already implemented our merchandising, product development, trim, sample room, sales, and credit management teams into the system", continued Ms. Wang. "RLM's Management Console concept and system standards have also made it easy for everyone including new hires to quickly learn the system and meet our rapid growth requirements."

The cloud-based FM On-Demand provides access to Alexander Wang locations in New York and across the globe through the internet; enabling Alexander Wang to leverage the benefits of the software without the need for capital investments in computer hardware and a large IT staff. Alexander Wang expects to add more system capabilities from RLM's menu of more than 40 different application modules to meet future growth.

About Alexander Wang

At the age of 18, Alexander Wang attended Parsons School of Design in New York where he participated in a variety of internships. By his sophomore year, Alex was already designing his first collection of his label Alexander Wang. He launched his full women's collection in 2007, selling to over 200 stores. In 2008, Alexander Wang received top honors as the recipient of the Vogue/CFDA Fashion Fund. In 2009, he was recognized by his peers when he was announced the winner of the Swarovski Womenswear Designer of the Year. In October 2009, he was the recipient of the Swiss Textiles Award. Alex was celebrated again in 2010 with another Swarovski Designer of the Year Award in the accessory category.

About RLM Apparel Software Systems

RLM Apparel Software is a leading provider of modular, end-to-end business software solutions designed specifically to address the needs of global fashion retailers, brands, and manufacturers. Over its 30 year history, RLM has enabled many of the largest and most innovative apparel, footwear, accessories and related companies to reach their full potential by accelerating performance, increasing efficiency, reducing costs, and streamlining business processes throughout the entire concept-to-consumer product lifecycle.

RLM's category-spanning enterprise software solutions comprise capabilities typically found separately in enterprise resource management (ERP), product lifecycle management (PLM), supply chain management (SCM), supplier relationship management (SRM), order management systems (OMS), warehouse management systems (WMS), salesforce automation systems (SFA), and e-commerce systems (B2B/B2C). RLM solutions are available in traditional on-premise licensing or on a hosted software-as-a-service monthly subscription basis.

RLM customers include Accessory Network Group, Calvin Klein Accessories, Halston, Jordache, Michael Kors, Tory Burch, Wacoal, and other leading apparel, footwear, and accessories companies.

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