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Footwear Wholesaler Blowfish Manages Global Distribution with RLM FashionManager

Trendy footwear wholesaler Blowfish LLC has implemented RLM's FashionManager business software solution in its new Santa Monica, California headquarters. After just six months of use, the system is providing the growing company with the visibility and scalability it needs to streamline its global order and distribution processes while keeping overhead costs in check and improving sales analysis and planning.

Lyndhurst, NJ – June 18, 2009 - RLM -- **RLM Apparel Software Systems Inc.** (<http://www.ronlynn.com>) reports that footwear wholesaler **Blowfish LLC** has implemented its web-based **FashionManager** software at its Santa Monica, California headquarters. After a short six-month implementation, the three year old company is utilizing the system's online order management and EDI capabilities to gain visibility into its order fulfillment and distribution processes; as well as planning and tracking sales performance across multiple product categories.

Blowfish sells trendy casual shoes, sandals, and boots through department, specialty, and online retailers ranging from the world's largest department and footwear stores to small specialty shops in the United States, Australia, Greece, Israel, and throughout Europe. In addition to its own Blowfish Malibu and Guppy Love brands, the company also manages a significant private label business. Product designs are created in-house and developed and manufactured overseas. Finished products are received at a distribution center in Southern California before shipping to hundreds of international retailers

"Focusing on innovative products and moderate price points has allowed us to grow even in a down economy," noted Greg Kearns, Chief Operating Officer of Blowfish. "This growth led us to look for a new business system that could scale to meet our growing needs and enable us to streamline and better manage our order, distribution and customer delivery processes. We wanted to implement the new system while we are small so we can maintain our low overhead costs and train our new people on the best methods and technology from day one."

Specifically, the web-based FashionManager system provides Blowfish teams in multiple locations around the world with up-to-date information on production arrival schedules and inventory visibility at both the pre-pack and open stock levels, which allows for flexibility and efficiency in managing orders. The system is fully integrated with their warehouse systems to automate the flow of orders and UPC information to the warehouse. Once orders are shipped, information flows back to FashionManager where advance shipping notification, invoicing, inventory updates and sales analysis and planning are managed. The system also handles direct ship of private label goods direct to global retail locations.

“RLM is a good fit due to their understanding of our business and the flexibility of the system,” continued Kearns. “We have been able to do most everything we wanted without changing our business practices or making major system modifications. FashionManager gives our sales and customer service people the information they need to efficiently manage our diverse order, distribution, and sales planning processes while keeping everyone up-to-date and on the same page regardless of their location. We also expect RLM’s industry expertise to streamline our future expansion into apparel and other product lines.”

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, Capital Mercury, Halston, International Women’s Apparel, Jordache, Michael Kors, Tory Burch, Wacoal, and other leading apparel, footwear, and accessories companies.

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