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Halston Implements RLM FashionManager™ Software-as-a-Service Business Solution

Halston has implemented key components of RLM's FashionManager™ on-demand business software at its New York headquarters. In less than 60-days, the company has moved its sales, order, and shipping activities onto the web-based solution; and plans to extend use of the software to all parts of its design-to-delivery business process. Low upfront costs and ease of deployment were key factors in the selection of the FM On-Demand package at Halston.

Fairfield, NJ – January 21, 2009 – **RLM Apparel Software Systems Inc.** (<http://www.ronlynn.com>)

announces that **Halston** is implementing its latest **FashionManager™** on-demand business software solution in its new Manhattan headquarters. In less than 60 days, the luxury fashion company has successfully implemented critical order, costing, and shipping capabilities of the web-based ERP system. Continuing its modular roll-out approach, Halston is now integrating the system's raw materials module and plans to utilize product development and other system capabilities on its way to realizing a fully integrated design-to-delivery solution.

The legendary Halston brand was purchased in 2007 by a partnership that includes the Weinstein Company, Hilco Consumer Capital and Tamara Mellon, president of the luxury shoe brand Jimmy Choo. The revived brand launched its first collection under new ownership in February 2008.

“As a fast-growing global distributor of apparel, footwear and accessories, we wanted a business solution that could quickly give us full functionality right out of the box”, stated Jeff Green, Vice President of Finance at Halston. “In addition to the requirements associated with multiple product types, such as footwear pre-packs and size runs, the ability to manage multi-currency was very important to us. RLM offered all of that in a system that required no hardware purchases, minimal IT support, and a very low upfront investment.”

With an industry background that includes stints at Donna Karan and Kenneth Cole, Green noted that “the roll-out has gone very quickly - we were up and shipping in 45 to 60 days. Our first priority was to use the system to accomplish sales, order, costing and shipping activities. Now we are setting up raw materials so that we can track our piece goods for the spring line. Going forward, we plan to go online with the financials components, warehousing, and the product development pieces.”

The availability of the FashionManager software in a software-as-a-service option was very attractive to a young but fast-growing global Halston company. “I see the on-demand or hosted solution as a brilliant idea for small and midsize companies”, added Green. “Managing cash flow is one of the largest

challenges businesses face today. It is such a tremendous factor in determining the ultimate success of a company. The quality of data and access to information can also have a huge impact. So to get a quality system at the right price is a recipe for success in any business. We did not find such a package as RLM FashionManager any place else in the market, and I am happy with that.”

“We are pleased to play a part in helping bring back the Halston brand”, stated Andy Lynn, vice president of business development at RLM. “The focus and energy that the Halston team is investing in the implementation has enabled them to benefit from the system in record time. Their quick success validates our commitment to offer full-featured software in a simple to deploy and cost-effective model. We look forward to their continued success.”

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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