



FOR IMMEDIATE RELEASE

International Women's Apparel Expands e-Commerce Initiatives with RLM Software

Hartmarx subsidiary IWA has launched new B2B and B2C websites from RLM Apparel Software to meet growing demand for online sales of its popular consumer and corporate fashions. The new web stores are tightly integrated with the company's RLM ERP business software system to automate and streamline management of online sales, payment, and fulfillment.

Fairfield, NJ – June 26, 2008 – **RLM Apparel Software Systems Inc.** (<http://www.ronlynn.com>) announces that longstanding client **International Women's Apparel Inc.** has launched its business-to-business (B2B) and business-to-consumer (B2C) web stores to meet growing demand for online sales of its popular apparel brands. The new RLM web stores enable IWA's corporate clients and consumers to shop from online product catalogs that are fully integrated with their RLM ERP system to provide real-time inventory availability, corporate invoicing, and even third party credit card processing software for direct-to-consumer sales.

A subsidiary of **Hartmarx Corporation**, IWA (<http://www.iwainc.com>) utilizes RLM Apparel Software to manage operations for a range of women's and men's apparel brands and licenses including **Austin Reed, Eye, Hawksley and White, Jack Nicklaus, Pusser's, and Ted Baker**. The Easton, Pennsylvania-based company implemented RLM's end-to-end business software solutions more than 15 years ago during their transition from owned-and-operated manufacturing to the current global sourcing model.

"Direct-to-consumer sales are growing and we see that continuing", noted Alan Gross, Executive Vice President and 36-year employee at IWA. "The e-commerce web stores have worked out tremendously. The online sales piece is tied directly into our business system, so it is a completely automated process from catalog to order processing. This means that everything is done in real-time and requires no paper orders."

"A good example of the power of this integration is in our uniform (professional careerwear) line where we have more than 50 business customers using the web store. Each customer's business requirements are built right into the RLM system, so when a buyer visits the site it shows them only the relevant products, the inventory available, and even manages any special order approval process that their company may require. Once orders are placed, the system facilitates shipment direct to the individuals and even allows individuals to order products for personal use using their personal credit card."

“75 percent of the effort and cost of a good e-commerce solution is the interface to the core business system. Since RLM provides both components, they were the natural choice for us. Their platform is highly conducive to integration and, over the years, they have proven to be a great partner to work with.”

“While the web stores are the latest work that we have done with RLM, the whole production cycle of sourcing, production, and order management is the most critical part of the system for us”, added Gross. “We count on RLM software to manage our entire business – from product development to customer service.”

Looking forward, IWA expects to launch more RLM B2C web stores, including a major one for the Jack Nicklaus line in the coming month. More than 100 IWA employees rely on the RLM system for real-time sharing of business information and day-to-day operational analysis.

“We are pleased to play a role in the continued success of International Women’s Apparel, stated Andy Lynn, RLM vice president of business development. “We continue to be impressed that, after more than 15 years of partnering, IWA continues to find new ways to leverage our solutions to improve their business.”

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 fashion 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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