



**FOR IMMEDIATE RELEASE**

**GOLIATH Solutions Reports RFID Breakthrough  
in Electronic Product Code Tracking:  
*Major Technological Advance Increases Item-Tracking Capabilities and  
Substantially Reduces Costs***

**Wilmington, DE, April 22, 2010** -- GOLIATH Solutions announced today the release of a revolutionary low-cost Electronic Product Code (EPC) based product that is able to track nearly any item in a retail store.

GOLIATH will initially use the new technology to further upgrade the company's existing marketing intelligence products. The new capabilities will dramatically increase the quantity of items tracked by GOLIATH for real-time performance information on in-store merchandising while lowering costs for participating retailers and consumer product goods (CPG) companies.

In addition, this technological breakthrough will enable new uses of GOLIATH's system that will enhance retailer and CPG returns. GOLIATH is actively working with several major companies to commercialize these applications which will revolutionize the use of EPC tags in the retail sector.

GOLIATH's Technology Division has been working for several years to develop the patent-pending EPC solution for its proprietary RFID-based system, which tracks the performance of in-store merchandising. An estimated \$17 billion is spent annually on in-store merchandising.

"Retailers and CPG companies have asked us for a solution with extended capabilities and lower costs and we have met that challenge utilizing EPC technology," said Gary Overhultz, co-founder and Chief Innovation Officer of GOLIATH Solutions. "We have completed nearly a year of live, in-store testing and we have achieved spectacular results."

"We will now be able to track additional items and report performance at lower cost, making our insights products even more valuable and complete than ever before," said Chip Messick, CEO of GOLIATH Solutions. "Additionally, this breakthrough provides us the capability to support a broad spectrum of customer needs, both within the retail sector and beyond."

Combined with the new Insights Portal 2.0 released earlier this month, GOLIATH has rapidly advanced the value of its system for retailers and CPG companies by providing an easier-to-use, more cost effective solution that will help them plan, manage and assess merchandising programs.

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## **About GOLIATH Solutions, LLC**

GOLIATH Solutions is a marketing intelligence company that tracks consumer response to in-store promotional displays, signs and merchandising fixtures by integrating sales data with in-store display execution and location information. Retailers and CPG companies invest \$17 billion annually in in-store advertising and merchandising, but until recently, they had very little information about consumer response to the displays. By using patented long-range RFID technology to track displays within a retail store and combining that information with store sales data, GOLIATH Solutions has been able to deliver the marketing intelligence retailers and CPG companies need. For more information about GOLIATH, please visit [www.GOLIATHsolutions.com](http://www.GOLIATHsolutions.com).

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