



## **GOLIATH Solutions Announces Release of the next generation In-Store tracking applications addressing On-Shelf Availability.**

**Wilmington, DE, May 1, 2011** -- GOLIATH Solutions announced today the release of the new **Goliath On-Shelf-Availability Application**. The application is the newest in a line of in-store tracking capabilities that produce insights improve operations, supply chain and purchasing decisions. The Goliath OSA application will increase sales and customer satisfaction by enabling a reduction in out of stock.

"From procurement of raw materials, to production, to distribution supply chain data is readily available and accurate. However, once items are delivered to a store, retailers and manufacturers must rely on manual counts, predictive analytics and algorithms to determine the status of inventory. The On-Shelf-Availability is the next step in providing accurate, real data to assess the condition of inventory at the shelf. We are excited to bring this new product to market as well as continue to advance the line of sight retailers and manufacturers can have into a store with our applications in R&D." said CEO Chip Messick.

The new technology leverages RFID tracking infrastructure to bypass the need for item level tracking resulting in a cost effective solution enabling low-stock and out-of-stock alerts for store personnel, DSD drivers or third party service providers. "Having the ability to attach to existing shelf fixtures and not requiring wiring at the shelf keeps the product simple, quick to install and inexpensive. Similar to an app on a smart phone, Goliath will continue to release additional applications with simplicity and affordability as a cornerstone." said President Rob Mead.

The On-Shelf-Availability Application is the next step in the evolution of Goliath products that help efficiently measure and manage in-store merchandising and optimize marketing investments. Goliath began in 2001 with display tracking and has expanded to asset, signage and promotional element tracking in over 6000 retail stores. In the coming months, Goliath will be releasing products to address tracking needs In-Cooler and In-Freezer.

### **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 billions of dollars 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 cost-efficient RFID technology to track in-store activity and combining that information with store sales data, GOLIATH Solutions has been able to deliver the marketing intelligence retailers and CPG companies need. Goliath is on 24x7 and does not rely on manual auditing to derive insights. For more information about GOLIATH, please visit [www.goliathsolutions.com](http://www.goliathsolutions.com).