

Taurus Software
PRESS RELEASE: Taylor Gifts Selects ManageMetrix
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FOR IMMEDIATE RELEASE

**Catalog and Online Unique Gift Company Taylor Gifts selects Taurus Software's
ManageMetrix Business Intelligence Solution to Streamline Inventory and
Merchandising**

Redwood City, Calif. – Taurus Software, a premier provider of business intelligence solutions for multi-channel retailers, announces that Taylor Gifts, an online and catalog merchandiser of retail gifts and novelties, will implement Manage Metrix business intelligence solution. Developed by Taurus Software and F. Curtis Barry & Company, Manage Metrix provides inventory, merchandising and marketing analyses that enable companies to track key performance indicators including inventory turns, fill rates merchandise assortment performance, vendor scorecards, as well as promotion and channel performance. These analyses are supported by business consulting and guidance to measure and optimize improvements.

Taylor Gifts joins over 70 Ecometry clients that have been empowered with business intelligence from Taurus Software. As an application-independent solution, Manage Metrix is a robust business performance management program allowing the ability to increase efficiency, decrease costs and maximize profitability for multichannel retailers.

"Having been in business since 1952, a lot has changed in how we approach our merchandising and inventory. We look forward to the ability to more accurately determine our carrying costs and overall management of our product mix using Manage Metrix," said Joe Falcone, Vice President of Operations of Taylor Gifts.

About Taylor Gifts

Based out of Paoli, PA, Taylor Gifts has been offering unique gifts since 1952. Their products include novelties, house wares, gifts, organizational solutions, pet products and accessories, and "As Seen on TV" products. Products are available both online at www.TaylorGifts.com and through their print catalog.

About Taurus Software

At Taurus Software, making liquid data means helping companies access their data easily. Taurus products include a variety of applications developed to help clients get more from their data by allowing them to Move, Map, Measure, and Manage data regardless of where it resides. Learn more about Taurus Software and our offerings designed for various data platforms and applications. Call 650-482-2011 ext. 1, or visit www.taurus.com.

About F. Curtis Barry & Company

F. Curtis Barry & Company is a consultancy specializing in multichannel operations and fulfillment for catalog, e-commerce, and retail businesses. F. Curtis Barry & Company offer clients expertise in direct commerce systems (order management, warehouse management, and inventory management systems); warehousing and distribution; call center; inventory management and forecasting; and strategic, financial, and operational planning for all business channels. To learn more about F. Curtis Barry & Company, visit our web site at www.fcbco.com.

For More Information

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