

Taurus Software

PRESS RELEASE: The Golf Warehouse Selects ManageMetrix for Business Intelligence

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FOR IMMEDIATE RELEASE

Online Golf Retailer The Golf Warehouse selects Taurus Software's ManageMetrix Business Intelligence Solution to impact bottom line results

Redwood City, Calif. – Taurus Software, a premier provider of business intelligence solutions for multi-channel retailers, announces that The Golf Warehouse (TGW.com), the premier online golf superstore, will implement the 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.

The Golf Warehouse joins over 70 Ecometry clients that have been empowered with business intelligence from Taurus Software. As an application-independent solution, Manage Metrix gathers data into a centralized environment providing a single source for analyzing business performance. This allows for the ability to increase efficiency, decrease costs and maximize profitability for multichannel retailers.

"As a direct to consumer merchant, the efficient use of data is key to our continued growth. We actually have a significant amount of data, but our current systems didn't make it usable," Brad Wolansky, CEO of The Golf Warehouse, said. "By partnering with Manage Metrix, we are able more effectively utilize our data, ultimately improving our decision-making process and positively impacting bottom-line results."

About The Golf Warehouse

TGW.com - The Golf Warehouse® is a premier sporting goods brand in the portfolio of Redcats USA, offering the largest and broadest selection of golf products in the world, including: golf equipment, golf shoes, apparel, accessories, personalized golf items and customized golf clubs. TGW.com - The Golf Warehouse® also has three specialty websites: SoftballSavings.com, BaseballSavings.com and SoccerSavings.com.

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 multi-channel 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.fcbbc.com.

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