

FOR IMMEDIATE RELEASE

Blacks Retail Analysis

Rainmaker Group, Blacks Retail Analysis Announce Strategic Alliance To Provide Clients With Expert Merchandising & Forecasting Services

AKRON, OH & SAN FRANCISCO, CA, OCT. 24, 2006 – The Rainmaker Group, creators of the Accelerated Analytics inventory management service, is pleased to announce a strategic alliance with consulting firm Blacks Retail Analysis, offering clients expert advice on merchandising and forecasting.

Under the partnership, customers using the Accelerated Analytics service to share and analyze sales and inventory data will be offered valuable insight from Blacks’s retail consultants on how to increase sales and improve margins through smart category management.

“I’m very pleased to form this strategic alliance with Blacks because it further extends the value of the Accelerated Analytics service by adding guided analytics and expert merchandising recommendations onto our existing data and reporting tools,” said Rainmaker President & CEO Chad Symens.

By leveraging Blacks’s years of retail experience, the alliance will also help vendors better understand the needs of their retail customers.

“Blacks is excited about this opportunity to expand our range of services and improve the level of understanding between vendors and retailers using Accelerated’s service,” said Blacks Senior Consultant Steve Pruitt.

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About Rainmaker Group

The Rainmaker Group is a data warehouse and software engineering firm that created the Accelerated Analytics service to provide POS information services to vendors and retailers. The Accelerated Analytics service improves supply chain visibility by providing an easy solution for sharing and analyzing sales and inventory data without any of the technical headaches.

About Blacks Retail Analysis

Blacks Retail Analysis provides professional retail information and consulting services. Our industry analysts draw on years of experience to help clients manage change and keep on the cutting edge of market trends.