

Big M Partners with Apex Decisions for Markdown Solution: Expects significant impact to Bottom Line

TOTOWA, NJ, 15-Mar-2007. Big M, Inc. a leading specialty retailer based in Totowa, NJ, announced today that they have selected to partner with Apex Decisions, Inc. to provide them with a Markdown Optimization solution.

After considering several competing solutions, Big M selected Apex Decisions' Markdown Optimization. Big M was impressed with Apex's approach to business analysis, business understanding and overall pilot and implementation methodology. Big M was also favorably inclined to Apex's low investment and low risk opportunity to truly measure the improvement in profitability while understanding the impact in the stores on inventory management and operations.

"There are very few strategic initiatives that have the potential of the financial impact that the solution from Apex Decisions provides. With a low risk, low investment offering, it is difficult to pass up on the opportunity" said Ken Mandelbaum, Chairman of Big M.

"I like Apex's bottom-line approach. They make money when we make money", said Alan Mandelbaum, President of Mande Merchandising.

"We found Apex Decisions to be very flexible and responsive to Big M's specific business needs and requirements. In addition, Apex's solution will evolve as our operational and systems sophistication evolves" said Frank Zarrello, Director of Distribution and Planning at Big M.

Bob Edmond, CFO said, "Our entire senior management team was impressed by the honesty and integrity of the Apex Decisions' Team and their willingness to accommodate our needs. We are looking forward to working with Apex to create significant additional profitability in a meaningfully, measurable manner. We are confident that Apex is offering a methodology that can and will create great value."

“We are delighted to welcome Big M to our growing family of satisfied clients who have chosen to entrust us with their critical business decisions. We will continue to work hard to justify their trust in us and support them to achieve their business goals through our solutions,” said Dr. Subhash Gupta, CEO of Apex Decisions.

Big M Inc. is the privately held operating company of the Mandee and Annie sez stores. Big M is a dynamic, progressive entrepreneurial retail company with a unique history and rich tradition. Big M Inc. was started in 1948 with a family culture. Its goal is to be the customer's preferred specialty store for all her apparel needs. Mandee carries trendy, chic fashions for the junior and contemporary customers in an exciting and unique environment designed with the customer in mind. Annie sez offers top of the line fashion at competitive prices and caters to the fashion conscious customer who recognizes quality, designer labels and famous brands. Big M Inc. currently operates approximately 200 stores in 7 states and is headquartered in Totowa, NJ.

[Apex Decisions](#), Inc. is headquartered in Savage, MN. Its mission is to deliver guaranteed measurable impact on client's financials. The team at Apex has over 17 years of experience in delivering revenue management solutions with significant top and bottom-line impact and has been focused on providing retail merchandising decisions for 3 years.

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