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Frank Zarrello Joins RPE as Practice Lead for Merchandise Planning and Optimization

Industry Expert to Manage Merchandise Planning Projects and Expand Implementation Teams for Leading Retail Consulting Firm

Tampa, Fla. (March 2, 2010) – Retail Process Engineering (RPE) announced today the appointment of Frank Zarrello as practice lead for merchandise planning and optimization. Zarrello joins RPE with more than 30 years in the industry and will focus on innovative advanced planning, assortment and allocation, process redesign, replenishment and markdown/price optimization for the consulting firm’s retail clients.

“Frank is an accomplished, senior-level planning and allocation expert with an extensive understanding of how merchandise planning can make a positive impact on the retail environment,” said Cliff Epstein, president, RPE. “From selecting appropriate solutions through project implementation, he focuses on process improvement resulting in lower cost of markdowns and increased service levels.”

For the past ten years, Zarrello worked from Big M Inc. as vice president and director of planning and allocation for the chain of 200 women’s apparel stores including Mandee’s, Annie Sez and Afaze. He served on the Big M Steering Committee and is on the executive committee of the Association of Merchandise Planning and Allocation (AMPA). Prior to Big M, he held vice president positions for planning and allocations with Petrie Stores, Canadians and Brooks Fashions.

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Zarrello is active in the retail industry serving on the advisory board for Retail Information Systems (RIS) magazine, Retail Connections LLC and Berkeley College. He has made numerous presentations on advanced retail business processes at the Global Retail Technology Forum, the National Retail Show and the Extended Retail Information Exchange.

About RPE

RPE is a leading retail consultant providing implementation, integration, modification, business process re-engineering, system upgrades and systems management services to improve overall business performance. Areas of expertise include a variety of leading software applications including JDA Software, JDA MMS Software as a Service, Manhattan Associates and Island Pacific. RPE provides hosting services for JDA and Island Pacific software applications. Clients include Anna's Linens, Cabela's, Charlotte Russe, Guitar Center, Five Below, Fred Meyer, Forzani Group, lululemon athletica, Michael Kors, Modell's Sporting Goods, Nautica, Old Time Pottery, Rexall, Spencer Gifts, Vitamin Shoppe, VF Corp. and more. For more information, visit www.rpesolutions.com.

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