

FOR IMMEDIATE RELEASE

Love Culture Selects Epicor Retail SaaS Solution***One of Today's Fastest-growing Retail Brands, Love Culture Will Leverage Epicor Technology to Support Growth and Adoption of Retail Best Practices***

NRF 2012 -- NEW YORK, Booth 2105, January 17, 2012 -- [Epicor Software Corporation](#), a global leader in [business software solutions](#) for manufacturing, distribution, retail and services organizations, today announced [Love Culture](#) has selected the Epicor® [Retail Software as a Service](#) (SaaS) solution.

With nearly 60 stores in 26 states, LA-based Love Culture, founded in 2007 by Jai Rhee and Bennet Koo, is poised to become a major player in the young ladies fashion apparel, footwear and accessory market. The company is guided by a vision that real women, independent, fully-empowered and confident, drive innovation in fashion. This vision has brought Love Culture success, recognition and an enthusiastic following by fashion-conscious shoppers "in the know".

Love Culture is one of today's fastest-growing retail brands, with plans to open 25 new store locations in 2012. To support the company's ongoing expansion, Love Culture recently selected the Epicor Retail SaaS solution, which delivers its acclaimed Store, Merchandising, Audit & Operations Management and CRM modules.

"We offer what today's savvy shopper is looking for: the latest trends and fashion that are both high quality and reasonably priced, delivered within a fun and dynamic in store experience," said Brenda Morris, chief financial officer for Love Culture. "Our legacy 'home grown' retail systems have supported our growth to date with nearly 60 stores nationwide, but to position us for our next wave of growth we need retail technology that will scale seamlessly to support our long-term growth plans.

"We selected the Epicor Retail SaaS solution because it offered us best-of-breed retail functionality that is tightly integrated and turnkey, taking the onus off of us to be the IT experts," said Morris. "We were impressed by the Epicor team and the very strong references from other retailers using the Epicor Retail SaaS solution. It became clear through conversations with other Epicor Retail SaaS clients that Epicor is indeed the industry leader in delivering a SaaS solution to specialty fashion apparel, footwear, and accessories retailers. Moving to the SaaS solution leaves us free to continue to focus on having the right product, people and strategy execution in place to continue to successfully expand the Love Culture retail enterprise."

Love Culture stores feature a huge selection of fashions and accessories, including clothing, jewelry, bags, sunglasses and more, which are constantly updated with the hottest new styles. Morris says the company expects to leverage the Epicor solution's powerful functionality for improved efficiency and decision making in several key areas: managing store inventory levels more effectively using the Epicor solution's Allocation and Automated Replenishment module, and thereby increasing margins, reducing stock outs and stock rebalancing, and using the centralized, integrated price management module to easily execute the right pricing strategy in each location. Rich analytical tools will allow Love Culture to make and execute business decisions quickly through the Epicor solution's interactive analytics.

"If it's hip, trendy, stylish and fun fashion, you can find it at Love Culture," said Clifford Perlman, director of Business Development for the Epicor Retail SaaS offering. "We applaud Love Culture for its breakthrough success and distinctiveness in what can be a crowded retail market segment, as well as its savvy approach to retail operations. From our first meeting with Love Culture it was evident that the company wasn't just interested in the Epicor SaaS solution to refresh its retail technology; they saw the investment as an opportunity to further the adoption of industry best practices. We see this as the beginning of a beautiful partnership."

Love Culture is the latest in a growing list of retailers that have selected the Epicor Retail SaaS solution to streamline operations and drive cost efficiencies, including A'Gaci, Bikini Village, Boot Barn, Kellwood Company (Vince, Rebecca Taylor, Lamb & Flag), Tory Burch and Windsor Fashions.

The Epicor Retail SaaS Solution

With minimal up-front cost and turnkey service and support, the Epicor Retail SaaS delivery model provides retailers with access to the award-winning suite of Epicor solutions for the specialty retail marketplace while reducing the dependency on onsite retail IT infrastructure. The "pay as you go" SaaS pricing model eliminates the need to amortize the cost of "traditional" software licenses, resulting in significant total cost of ownership advantages. The Epicor Retail SaaS solution includes the associated implementation and integration services, support and maintenance, as well as ongoing updates and upgrades, giving retailers the freedom and flexibility to focus IT resources on other parts of the business. With a proven four-month project timeline from project kick off to live, the Epicor Retail SaaS solution offers considerable time-to-market benefits.

For a fixed fee plus a one-time start-up charge, the Epicor Retail SaaS offering delivers best-in-class Store, Merchandising, Audit & Operations Management, and CRM solutions via reliable, high-speed networks. Epicor hosts the software on secure, redundant servers, supplies and installs all hardware, software and infrastructure, and provides round-the-clock data security, backups and complete system maintenance – all at a fraction of the cost of an on-premise software licensing and implementation model. The SaaS offering also includes ongoing updates to the latest Epicor retail software releases, making it the last migration a retailer will ever need.

Epicor retail solutions and services are used by hundreds of the world's leading retailers to become more profitable, productive and competitive. Epicor retail software solutions are designed to meet the evolving merchandise and service expectations of today's cross-channel shoppers and the business requirements of the most demanding retail environments, with a rapid return on investment, low cost of ownership, and a single point of accountability. Epicor provides software solutions and services to specialty and general merchandise retailers in a variety of industries including apparel, automotive aftermarket, footwear, lumber and building materials, nursery, sporting goods and pharmacy. Epicor retail customers include hundreds of marquee names, from Aéropostale and Automotive Supply, Inc., to Walker Drug and Zales.

About Epicor Software Corporation

Epicor Software Corporation is a global leader delivering business software solutions to the manufacturing, distribution, retail and services industries. With nearly 40 years of experience serving midmarket organizations and divisions of Global 1000 companies, Epicor has more than 20,000 customers in over 150 countries. Epicor enterprise resource planning (ERP), point of sale (POS), supply chain management (SCM), and human capital management (HCM) enable companies to drive increased efficiency and improve profitability. With a history of innovation, industry expertise and passion for excellence, Epicor inspires customers to build lasting competitive advantage. Epicor provides the single point of accountability that local, regional and global businesses demand. The Company's headquarters are located in Livermore, California, with offices and affiliates worldwide. For more information, visit www.epicor.com.

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