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Inmar Demonstrates New Focus on Emerging Brands with Creation of Center for Brand Excellence

Inmar Center for Brand Excellence provides small-to-midsize consumer product manufacturers with data-driven solutions for strategic business growth.

Winston-Salem, NC (March 11, 2016) Inmar, a leading provider of innovative, technology-powered business solutions for retailers and manufacturers, has announced the creation of the Inmar Center for Brand Excellence. The Center is a unique solution-source for emerging brands, providing them the data, tools and strategies they need to take full advantage of new and unprecedented growth opportunities developing in today's marketplace.

"Our ongoing market analysis finds consumers engaging, more than ever, with brands that directly reflect their values and lifestyles. In response, retailers are turning to innovative brands to meet this demand and drive category growth," says David Mounts, Chairman and CEO of Inmar. "We created the Inmar Center for Brand Excellence to help small-to-midsize consumer product manufacturers leverage this opportunity and to develop a more strategic approach to their growth," adds Mounts.

The Center is led by industry veterans Brooke Smith and Tim Clark. Smith and Clark have 45 years of combined experience in manufacturing and brand strategy, helping growing brands succeed in a competitive market. The Center helps brands:

- Define their core shoppers and understand their purchase behavior
- Understand the key drivers in their category and identify opportunities for growth
- Develop strategic retail and channel strategy to fuel profitable growth
- Establish sustainable best practices for trade and consumer promotions
- Plan, execute, measure and refine promotion activity by key retailer

"With shopper and retailer demand for innovative brands increasing so rapidly, it's a new world for emerging brands," says Brooke Smith, Co-Director of the Inmar Center for Brand Excellence.

"However, for brands to seize this new opportunity for growth, they must have access to shopper data and category insights," adds Smith. "The Center is a one-of-a-kind source for the business intelligence and advanced analytics growing manufacturers need to enhance their interaction with shoppers, better promote their products and grow sales within key retailers."

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Emerging brands will receive additional focus at the Inmar Analytics Forum taking place April 12-14 in Winston-Salem, NC. The Forum is an annual event exploring data-driven solutions to the most relevant challenges facing business leaders today. This year's Forum includes a special half-day program, "Elevating Emerging Brands," offering attendees a variety of informational sessions directly relevant to emerging brands, including:

- "Maximizing Promotion Effectiveness for Emerging Brands"
- "Taking on Trade Promotions"
- "Understanding Your Shopper Through Data"

More information about the Inmar Analytics Forum is available at <https://inmarforum.com/>.

ABOUT INMAR

Inmar is a technology company that operates intelligent commerce networks. Our platforms connect offline and online transactions in real time for leading retailers, manufacturers and trading partners across multiple industries that rely on Inmar to securely manage billions of dollars in transactions. Our Promotions, Supply Chain and Healthcare platforms enable commerce, generate meaningful data and offer growth-minded leaders actionable analytics and execution with real-time visibility. Founded in 1980, Inmar is headquartered in Winston-Salem, North Carolina with locations throughout the United States, Mexico and Canada.

For more information about Inmar's products and services, please call 866.440.6917 or visit www.inmar.com.

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