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FOR IMMEDIATE RELEASE

Encore Sales Co. Goes On-Line With the Trade Promotions Management System from Aisle411

Emeryville, CA -- July 26, 2002 – Encore Sales Co., a wholly owned subsidiary and division of Encore Associates, Inc., today became the first CPG Industry Sales and Marketing organization to go on-line with the new Aisle411 Trade Promotions Management System (TPMS). This automation of the trade promotion management process between trading partners, represents the first significant step at resolving what has been characterized as a \$33 billion problem in the CPG/Grocery space. Accurate, timely and collaborative data about trade promotions is now passed to retailers in their exact format while at the same time it is made available to the broker and manufacturer.

Encore Sales Co. has a unique business proposition, providing high quality sales and marketing services to CPG manufacturers in collaboration with the retailer program requirements of some significant food and drug retail chains. Gary Smith, Encore Associates, Inc. President and CEO said, "The promotions management services from Aisle411 will for the first time give our clients visibility into the channel for trade promotions allowing for better accountability, improved data, reduced deductions and overall better quality promotional programs."

"We are delighted to have been selected by Encore Sales Co. to provide trade promotion management services." said Russ Hafferkamp, CEO of Aisle411. "The additional benefit of having Encore as a selling partner for the service is simply outstanding; these are experienced CPG professionals who have validated our product and service offering."

Having the trade promotion data available on-line, in whatever format the user desires (e-mail, web form, .jpg, EDI, XML and flat files), overcomes many of the adoption hurdles faced by previous solution providers. "Being on-line with Aisle411 not only helps with process improvements in our office but, improves our ability to provide higher quality service to our clients," said Don Reid, Executive Vice President, Encore Associates, Inc. "The ROI on this service will be measured in triple digits, with payback in the first few months and we were up and running in 30 minutes."

With TPMS from Aisle411, all that is needed is an Internet connection and a web browser to install and become operational. There are no industry standards to comply with, no requirement to develop new technical skills and no firewall issues. Each user installs a JAVA™ client on their computer; all the processing transacted in a highly secure, hosted environment through Aisle411.

About Aisle411

Aisle411 is a premier provider of Electronic Business Communication and Services to support trade promotions management in the CPG and Grocery industry. Aisle411 is the online service that simplifies the CPG/Grocery trade promotions nightmare. We automate the trade promotion process by using the retailers' specific forms and formats used to receive promotions on products and programs then manage and archive the deal negotiations. The net result is less time wasted chasing around mysterious back-end deductions and more time making programs and deals that work.

About Encore Associates, Inc.

Encore Associates, Inc. (EAI) is a full-service company providing business solutions, subject matter experts and in-depth resources to meet the changing needs of retailers, manufacturers and consumer packaged goods companies in the food industry. Encore Associates, Inc. is comprised of three distinct business units: ExecuForce, ClubEncore and Encore Sales Company, a wholly owned subsidiary of EAI. Encore Sales Co. provides solution services and product sales through a well-designed and uniquely focused approach at both the local and national chains headquarter levels.

The company currently operates regional offices strategically located in Northern California, the Pacific Northwest, with near term plans to open offices in the Northeast and South/Southeast regions of the United States.