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**Vendor Compliance Federation (VCF) and Trade Promotion Management Associates (TPMA)
Examine the Financial State of Retail during February 11 Summit**

PARSIPPANY, NJ, January 27, 2009 – Top experts in finance, the economy, law, retail and manufacturing will gather February 11, 2009 at the Newark Liberty International Airport Marriott to present strategies for trading partners to manage through the current financial crisis. Leading retail industry organizations, Vendor Compliance Federation (VCF) and Trade Promotion Management Associates (TPMA), will host a one-day summit designed for retail and supplier executives on **The State of Retail: A Financial Perspective**.

The summit will outline strategies for trading partners to:

- Combat price pressures from competitor bankruptcies
- Convert potential excess inventory
- Assess the financial health of trading partners to ensure equitable trading
- Take advantage of credit by leveraging current credit policies and availability
- Use economic indicators, including consumer spending behavior, as factors in planning and forecasting

"This summit was developed to help the retail industry effectively respond to the deteriorating economy," said VCF and TPMA CEO Diane Berry. "The marketplace has been inundated with news about the current difficulties in retail, including bankruptcies. We wanted to reach out and help both retailers and their suppliers develop strategies to, first, compete in this fragile marketplace; second, to understand how to evaluate the financial health of their trading partners; and finally, how to better collaborate with their trading partners in these unsteady waters. We are extremely pleased to have Jeff Edelman, a 40-year top-ranked Wall Street analyst, keynote the Summit and offer his insight from the many retail economic cycles he has seen."

"The recent economic turmoil will have a lasting effect on consumers, retailers and wholesalers alike," said Edelman. "It will challenge executives more than ever to plan a profitable strategy and business model for the future. This will not be 'business as usual', but rather adapting to an evolving environment."

Keynote speaker Jeff Edelman will be joined by leading retail law firm attorney Larry Gottlieb from Cooley, Godward, Kronish, LLP, who represented unsecured creditors for cases involving Boscov's, Goody's, Gottschalks, Mervyns, and The Sharper Image.

Additional speakers include:

- Frequent CNBC and Bloomberg TV and Radio guest, consumer strategist Richard Hastings from Global Hunter Securities, LLC
- Credit risk mitigation and protection solutions expert Marc Wagman from Smyth Trade Credit
- Alongside leading bankers and retail analysts; with retailers and manufacturers who will share on how their collaboration has helped to make the critical decisions we will address

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About VCF

VCF is the leading organization focused on solutions, services and best practices for supplier-retailer collaboration within consumer durables, ranging from fashion and cosmetics to electronics and home furnishings. VCF is an advocate for retailer-supplier trading synchronization and champions initiatives to increase strategic industry-wide productivity, profitability and growth. VCF serves a multitude of touch points in perfecting retailer-supplier execution to shorten cycle times and drive overall velocity in the supply chain. VCF draws participation from leading retailers and suppliers such as Sears, JCPenney, Nordstrom, Lowe's, Liz Claiborne, LVMH, adidas, Estée Lauder, Garmin, Jarden Consumer Solutions, and BIC Consumer Products.

About TPMA

TPMA is the leading organization driving best-in-class process for global trade promotion management (TPM) and trade promotion optimization (TPO). TPMA is dedicated to the effective and efficient use of trade promotion dollars and serves as a collaborative resource for research and metrics for companies such as Hormel, Dial, Del Monte, ConAgra Foods, Hewlett-Packard, Nintendo, Land O'Lakes, and Johnson & Johnson.

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