



## Parlux Fragrances Sweetens Its Competitive Capabilities With Manhattan Associates

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ATLANTA, Aug 9, 2010 (GlobeNewswire via COMTEX) -- Parlux Fragrances, Inc. is an established, international designer, manufacturer and marketer of prestige fragrances and related products. The company is ranked among the top 100 cosmetic and fragrance companies in the world with brand names including Paris Hilton, Jessica Simpson, Queen Latifah, Rihanna, Marc Ecko, Josie Natori and Nicole Miller. Parlux Fragrance products are sold in more than 90 countries, carefully targeted to department and specialty stores, such as Belk, Bloomingdales, BonTon, Boscovs, Carson's, Dillard's, J.C. Penney, Macy's, Neiman Marcus, Saks, Sears, Sephora, Ulta and Perfumania.

To help compete against global giants in the perfume industry, Parlux selected Manhattan Associates' (Nasdaq:MANH) Warehouse Management solution from the Manhattan SCOPE® supply chain portfolio to support for its 250K square foot distribution center in New Jersey to help deliver quality products to its customers at a reduced cost and timeframe.

"It was clear that Manhattan Associates was the perfect fit for us--both operationally and financially," said Jane Hershey, vice president of Information Technology, Parlux Fragrance, Inc. "Warehouse Management is a turnkey, flexible solution that's ready to roll with minimal modifications, and we were impressed by how heavily invested the company is in research and development."

Manhattan Associates' Warehouse Management solution, which is included in the Distribution Management solution suite, is designed for optimal collaboration and communication with an extensive network of suppliers and partners.

"Manhattan works with large corporations to solve their supply chain challenges, but we operate on a smaller scale," said Hershey. "Their team treated us with equal attention making sure the solution fit our operations perfectly."

To read the Parlux Fragrance case study, please visit [http://www.manh.com/sites/default/files/files/MANH-Parlux\\_CaseStudy.pdf](http://www.manh.com/sites/default/files/files/MANH-Parlux_CaseStudy.pdf)

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About Parlux Fragrances, Inc.

Parlux Fragrances, Inc. is a manufacturer and international distributor of prestige products. It holds licenses for Paris Hilton, Jessica Simpson, Nicole Miller, Josie Natori, Queen Latifah, Marc Ecko, Rihanna, Kanye West, XOXO, babyGund, and Fred Hayman Beverly Hills designer fragrances, as well as Paris Hilton watches, cosmetics, sunglasses, handbags and other small leather accessories.

About Manhattan Associates, Inc.

Manhattan Associates continues to deliver on its 20-year heritage of providing global supply chain excellence to more than 1,200 customers worldwide that consider supply chain optimization core to their strategic market leadership. The company's supply chain innovations include: Manhattan SCOPE®, a portfolio of software solutions and technology that leverages a Supply Chain Process Platform to help organizations optimize their supply chains from planning through execution; Manhattan SCALE™, a portfolio of distribution management and transportation management solutions built on Microsoft .NET technology; and Manhattan Carrier™, a suite of supply chain solutions specifically addressing the needs of the motor carrier industry. For more information, please visit <http://www.manh.com/>.

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