



Video Release -- Manhattan Associates Reveals the Next Generation of Zero Disappointment Retail(TM) at NRF 2011

January 10, 2011 1:32 PM EST

Mobile Cross-Channel Retail Strategy to be Demonstrated Within Booth and Through Sessions Featuring Leading Retailers

NEW YORK, Jan 10, 2011 (GlobeNewswire via COMTEX) --

At the 2011 National Retail Federation (NRF) Annual Conference, Manhattan Associates (Nasdaq:MANH) will reveal the next generation of Zero Disappointment Retail--supply chain optimization capabilities that enable retailers to increase revenue by saving every sale and presenting a consistent brand experience to customers across every selling channel. Manhattan will demonstrate the "ideal" customer retail experience at booth 759 in the Jacob K. Javitz Convention Center in New York City from Jan. 10-12 via a series of vignettes that depict the anywhere, anytime, anyhow retail experience:

- Save every sale: Manhattan's mobile supply chain applications leverage the Manhattan Supply Chain Process Platform and empower in-store sales associates to find, sell and deliver products to customers no matter where the product might be in the supply chain network while also providing a variety of shipping options to fulfill every brand promise made to customers.

- Right-size inventory: Manhattan solutions provide the automation, real-time visibility and dynamic decision-making capabilities that lower overall inventory, reduce touches and get the right amount of products in the right place at the right time based on buying trends and seasonal demand. [

- React quickly and decisively: Manhattan provides a single source to consistently collect, manage, distribute and act on information and events that flow through the supply chain as events happen anywhere in the network, anywhere in the world, to allow for informed decision-making in re-routing shipments, allocating inventory or recalculating an entire plan based on events as they occur.

A video accompanying this release is available at <http://www.globenewswire.com/newsroom/news.html?d=210598>

"Manhattan's Zero Disappointment Retail is designed to give retailers the ability to retain and expand profitable customer relationships," said Eddie Capel, executive vice president, global operations, Manhattan Associates. "Leveraging current systems and investments with Manhattan SCOPE(R) solutions can help retailers execute orders faster, change inventory plans in real-time and never lose a sale due to out-of-stocks or frustration over shipping options and inflexible customer service processes."

During NRF 2011, Manhattan will demonstrate how retailers can honor three market rules that create Zero Disappointment customer experiences:

1. "Keep the customer happy, anywhere, anytime."

With Zero Disappointment Retail (ZDR), retailers present one brand, one experience, across multiple touches.

2. "Transform every retail channel or outlet into a 'promises kept' experience."

ZDR provides real-time insight to make promises you can keep.

3. "Execute 'convenience fulfillment' on their terms, not yours."

Deliver what, when, where and how they want.

For an interactive look at ZDR, please take a look at this short video, hosted by Manhattan's own retail expert, Senior Solutions Director Brian Kinsella:

<http://www.youtube.com/watch?v=zaVLz1Q1n0A> [

In addition to the booth activity at NRF, Manhattan customers and experts are hosting two breakout sessions during the show that feature key philosophies and products that encompass Manhattan's Zero Disappointment Retail:

- At 1:45 PM today, Pierre Gressier of French retailer 3Suisse and Brian Kinsella of Manhattan will present "3Suisse: A Blueprint for Selling More by Seeing More" in room 3D04 of the Javitz Expo Hall.

- On Tuesday at 3:00 PM in room 1E16 of Hall E, Nikki Baird of RSR Research will moderate "Leveraging Distributed Order Management to Improve Fill Rates and Lower Inventory Costs", a panel featuring executives from David's Bridal, Elektra and 3Suisse.

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About Manhattan Associates, Inc.

Manhattan Associates continues to deliver on its 21-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(R), 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(TM), a portfolio of distribution management and transportation management solutions built on Microsoft .NET technology; and Manhattan Carrier(TM), a suite of supply chain solutions specifically addressing the needs of the motor carrier industry. For more information, please visit www.manh.com.

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