



3330 Cumberland Blvd., Suite 500
Atlanta, Georgia 30339

Unique Solution for Optimizing Inventory Deployment Introduced for Retail and Distribution

Software provider offers solution as a profit and cash flow tool.

Atlanta, GA – July 8, 2002 – Intrinsic Value Chain Solutions, an Atlanta-based leader in innovative demand chain solutions, today announced the general availability of *CLARITY* Assort, its first release from its new demand chain suite for retailers and distributors.

The product introduces a solution to help distributors and retailers to improve cash flow and profit by increasing the effectiveness of their inventory deployment strategy and product mix, resulting in increased customer service and decreased inventory and fulfillment costs. "Inventory is nearly always the largest asset for retailers and distributors." Stated Greg White, CEO of Intrinsic. "Our goal is to help companies realize the opportunity in that and capitalize to the benefit of their shareholders."

Intrinsic expects to announce results from the implementation of the product soon at one or more major companies. "We have found this solution to be top-of-mind for companies who believe that they can manage their inventory to deliver profit, cash flow and growth fuel," says White, "Our solution delivers customer satisfaction while minimizing inventory and logistics costs, and the ease of implementation along with our team's domain expertise assure a successful and low-cost implementation."

The *CLARITY* suite is designed to help mid-market and large retailers and distributors benefit from technology that has until now been available only to the largest companies, due to cost and complexity of implementation.

About Intrinsic Value Chain Solutions

Intrinsic Value Chain Solutions, was founded to enable companies of all sizes to leverage their inventory as a sales, margin and growth vehicle. Intrinsic is committed to creating only solutions that provide significant return-on-investment and enable companies to manage inventory as a strategic asset. Intrinsic clients consider high service levels and minimal inventory costs a given while increasing sales, cash flow, and margin. Intrinsic provides superior decision-support and process tools to enable management to benchmark performance and evaluate and execute on strategy and policy changes. By providing education, superior workflow support and a satisfying experience for the users, Intrinsic assures that ROI is reality for our clients. Further information can be found at our website at <http://www.intrinsicvaluechain.com/>

For further press information, please contact:

Media Contact:

Greg White
(404) 592-3388
gwhite@intrinsicvaluechain.com