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**SEARS HONORS APPLIED INTELLIGENCE SOLUTIONS  
WITH THREE VENDOR AWARDS**

**Boulder, CO, April 19, 2005** – Applied Intelligence Solutions, LLC (AIS), headquartered in Boulder, CO announced today that it received three prestigious awards from Sears for its AllocationXpert software and related services. AIS received the Sears Partner in Progress Award, given to the top 1% of Sears vendors. AIS was also honored with the Innovation Supplier of the Year Award from both the Merchandise Planning and Allocation team and from Sears Corporate, signifying its contributions to the retail company.

Mr. Jim Dixon, President/CEO and Mr. Pavel Zelinsky, Senior Vice President of New Concept Development were honored on April 12 at an event hosted by Sears Holdings Corporation Vice Chairman and CEO Alan J. Lacy at the company’s headquarters in Hoffman Estates, Ill.

Started more than 20 years ago, the Partners in Progress program is an annual event to recognize suppliers that make significant contributions to the growth of Sears businesses and the creation of new ways to better serve Sears customers. The winners were selected from nominations submitted by Sears’ employees who purchase goods and services for the company. More than 10,000 sources competed for the awards in 2004.

“AIS was an easy choice for the partner and innovation awards—we have not seen anything else in the industry as cutting-edge as AIS’ AllocationXpert software for allocation. AllocationXpert’s ability to learn from top merchandise allocators and replicate the best decisions for all users is ground-breaking,” stated Mike Peterson, VP

Apparel Planning and Placement at Sears. "With this new approach, we quickly realized the profit opportunity AIS could bring to our business."

"AIS also went beyond our expectations with their dedicated Professional Services Team, who met our challenge to complete a rollout to all users in less than thirty days. This rapid implementation allowed Sears to capitalize on the intelligence of its top performing allocators during its busiest selling season to achieve full ROI within the first three months."

"We recognize that Sears extends these awards to a small percentage of their vendor community and are extremely honored to receive such distinguished awards," said Dixon. "We are proud of the partnership we have formed with Sears. The dedication from the Sears team played a key role in this successful implementation. We are confident this partnership will continue to produce benefits for both companies in the future."

#### **About Sears, Roebuck and Co.**

Sears, Roebuck and Co., a wholly owned subsidiary of Sears Holdings Corporation, is a leading broadline retailer providing merchandise and related services. Sears, Roebuck offers its wide range of home merchandise, apparel and automotive products and services through more than 2,400 Sears-branded and affiliated stores in the United States and Canada, which includes approximately 870 full-line and 1,100 specialty stores in the U.S. Sears, Roebuck also offers a variety of merchandise and services through [sears.com](http://sears.com), [landsend.com](http://landsend.com), and specialty catalogs. Sears, Roebuck offers consumers leading proprietary brands including Kenmore, Craftsman, DieHard and Lands' End – among the most trusted and preferred brands in the U.S. The company is the nation's largest provider of home services, with more than 14 million service calls made annually. For more information, visit the Sears, Roebuck Web site at [www.sears.com](http://www.sears.com) or the Sears Holdings Corporation Web site at [www.searsholdings.com](http://www.searsholdings.com).

#### **About Sears Holdings Corporation**

Sears Holdings Corporation is the nation's third largest broadline retailer, with approximately \$55 billion in annual revenues, and with approximately 3,800 full-line and specialty retail stores in the United States and Canada. Sears Holdings is the leading home appliance retailer as well as a leader in tools, lawn and garden, home electronics and automotive repair and maintenance. Key proprietary brands include Kenmore, Craftsman and DieHard, and a broad apparel offering, including such well-known labels as Lands' End, Jaclyn Smith and Joe Boxer, as well as the Apostrophe and Covington brands. It also has Martha Stewart Everyday products, which are offered exclusively in the U.S. by Kmart and in Canada by Sears Canada. For more information, visit Sears Holdings' Web site at <http://www.searshc.com>.

#### **About Applied Intelligence Solutions, LLC**

Applied Intelligence Solutions, LLC (AIS) offers business intelligence solutions that replicate expert human decisions, providing firms the ability to automate and significantly improve the quality of decisions across their organizations. Improving decision quality yields significant improvements in top-line revenue, bottom-line profit and employee productivity. AIS is headquartered in Boulder, Colorado, with Research and Development facilities in Moscow, Russia. For more information visit the company's web site at [www.aissllc.com](http://www.aissllc.com).

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