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***For Immediate Release***

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## Gordmans Partners with AIS to Optimize Markdown Pricing

*-- Applied Intelligence Solutions (AIS) real-time optimization recommendations support Gordmans customer-focused business strategy --*

**Westminster, CO, March 13, 2007** – Applied Intelligence Solutions, LLC (AIS), developer of next-generation optimization solutions, today announced that national retailer Gordmans has partnered with AIS to implement intelligent markdown optimization technology to calculate and provide mid- and end-of-lifecycle pricing.

With the installation of AIS markdown optimization, Gordmans believes the software will significantly increase their capability to quickly make the most advantageous business decisions in moving and pricing merchandise so their customers have optimal access to desired products.

“Gordmans faces unique challenges with our merchandise mix in that we offer a broad assortment of softlines apparel and hardlines home decor to our customers,” said Michael James, Chief Financial Officer, Gordmans. “We’ve done our homework over the past year analyzing the technology and various vendors. As a result, we are confident that AIS markdown optimization technology offers significant benefit for pricing. We are excited to review the results of the testing which is expected to be completed in April.”

“It’s a delight to work with Jeff Gordman and the leadership team,” said Jim Dixon, president and CEO of AIS. “The fact is they understand the importance of next generation optimization technology and the vital role it plays in supporting a customer-centric business strategy.”

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

Applied Intelligence Solutions, LLC (AIS) provides an intelligent software platform with the agility and range to meet critical demands of the contemporary retail enterprise. With three decades of expertise in forecasting, scalable algorithm development, pattern recognition, neural networks and other artificial intelligence, our technology enables customers to boost revenue, minimize markdowns and improve profitability. Driven by a common demand platform, the optimization suite delivers best practice solutions in assortment, allocation, replenishment, price and markdown, bringing retailers the opportunity to permanently improve the baseline of performance. AIS is headquartered in Westminster, Colorado. Research and development facilities are in Moscow, Russia. Visit us online: [www.aisllc.com](http://www.aisllc.com)

#### **About Gordmans**

Gordmans is an exciting, fun-to-shop store that offers savings of up to 50% off mall prices on name brand clothes for all ages, accessories, footwear, gifts, designer fragrances, fashion jewelry, accent furniture, home fashions at big savings every day. Gordmans operates 63 stores in 15 states and is headquartered in Omaha, Nebraska.

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