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DRIVELINE...A MAJOR NEW RETAIL MERCHANDISING SERVICES BRAND DEBUTS

MALVERN, PA / April 11, 2007 / Storecast Holdings, Inc. today announced that it has established a new premier retail services brand -- **Driveline**. Effective immediately, the company will now be known as **Driveline Holdings, Inc.** **Driveline** is the leading national end-to-end retail services company offering retailers and consumer product goods manufacturers the most comprehensive array of multi-channel services utilizing proprietary technologies and delivering the fastest response times.

Driveline has more than 10,000 W-2 company employees providing coverage in more than 70,000 retail locations across virtually all retail channels, including food and drug stores, home centers, dollar stores, mass merchants, category killers, clubs, and convenience stores. Services include retail execution, continuity coverage and retail selling, Homestore programs, new store and remodels, knowledge and events, DSD programs, logistics services, and category management support. **Driveline's** scale, culture, and financial strength create industry-leading value and permit the delivery of integrated solutions for even the largest consumer goods retailers and manufactures.

"Our companies have enjoyed unprecedented growth and market success over the past few years," explained Vince Willis, **Driveline's** chief executive officer. "To maintain our leadership position, we are aligning our operations under the **Driveline** brand and underscoring our commitment to – **retail power and motion** – our unending obsession for delivering ever more effective retail solutions that help our customers and their products succeed when and where it matters most – in front of consumers."

The **Driveline** companies include Storecast Merchandising, Archway Merchandising, The Service Team and Co-Resources Solutions. Each of these legacy divisions is being renamed to capture the power of the **Driveline** brand.

"**Driveline's** customers can expect to continue to receive the high quality value-driven services they have come to expect but with even more retail merchandising power and with new options for more efficient customer interfaces," noted Ed Fruchtenbaum, president and chief operating officer. "This change has allowed us to integrate administrative systems and to focus on ever-better service execution and faster-to-market services supported by the application of proprietary technologies."

Mr. Willis continued, "In partnership with Lake Capital, a \$1.3 billion private equity firm based in Chicago, we set out in 2004 to build the leading provider of high value retail merchandising services in North America. The evolution to **Driveline** is an important step in furthering our vision and has enabled us to unify our market presence, enhance our internal communication and coordination, and position our company for future growth in a very dynamic industry."

About Driveline Holdings, Inc.

Driveline is distinguished by its exclusive use of company employees, not independent contractors, and by its continuous operation for over six decades. Depth and breadth of retail coverage, including the national deployment of more than 10,000 W-2 employees, a dedicated field management structure and paperless internet based *e-merchandising* operating processes produce the highest and most consistent reliability in the industry. Such operating capabilities, combined with proprietary technologies, enable the fastest response times. Proprietary technologies also provide customers with unmatched visibility into store conditions and how their programs are performing at retail.

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