



Leading Professional Merchandising®

Storecast Merchandising Corporation

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FOR IMMEDIATE RELEASE

STORECAST MERCHANDISING CORPORATION NAMES NEW CHIEF CUSTOMER OFFICER

Former Procter & Gamble Veteran to Spearhead Retail-Focused Growth Initiatives

Malvern, PA and Cincinnati, OH – January 17, 2006 – Storecast Merchandising Corporation, a leading provider of merchandising services to major food and drug retailers and manufacturers, today announced that former Procter & Gamble veteran Glenn Hartman has been named its new chief customer officer. In this role, Mr. Hartman will be responsible for establishing strategies and priorities for growth, managing customer acquisition and retention and furthering a world class, customer-focused organization. As part of this announcement, Mr. Hartman will be opening and managing an office in Cincinnati, Ohio.

Glenn Hartman joins Storecast after 25 years at Procter & Gamble, where he held various senior level positions, including director of market strategy & planning for North America. While in that position, P&G North America achieved all-time record sales and market share and successfully integrated its \$2.3 billion acquisition of the Iams Company. Most recently, Mr. Hartman developed and managed Procter & Gamble's retail organization, Retail Services & Solutions (RSS), and in 1997, he was awarded with P&G's President Award for top performance.

"We are pleased to have attracted such a strong industry talent to our organization," commented Vince Willis, CEO of Storecast. "Glenn's experience and leadership managing large and complex businesses in the retail industry will be invaluable to furthering our strategy of offering our customers consistent, high quality, cost effective retail solutions anywhere in the U.S."

"I am excited to be joining Storecast at a time when the Company is poised for significant growth," stated Glenn Hartman. "I look forward to leveraging my manufacturing and operational expertise to help current and potential clients with all of their in-store merchandising needs."

Mr. Hartman is a member of the Yale Alumni Schools Committee and is on the Board of Trustees for Mount Notre Dame High School. He has been a member of the National Retail Association of Retail Marketing Services (NARMS) Manufacturers' board. He is an experienced and sought after guest speaker and has spoken at Yale University School of Management and the National Conference for Pi Sigma Epsilon.

The appointment of Glenn Hartman represents the latest strategic initiative announced by Storecast. Recently, Storecast Holdings, the parent Company of Storecast Merchandising Services, announced the acquisition of Archway Merchandising Services, creating one of the largest integrated merchandising services organizations.

About Storecast Merchandising Corporation

Storecast Merchandising Corporation deploys more than 10,000 core employee merchandisers on a national basis to provide innovative merchandising services, including continuity merchandising; reset, new store and remodel services. Combined with Archway Merchandising, the Company caters to over 300 leading retailers and consumer goods manufacturers covering more than 40,000 retail units nationally. Founded in 1943, Storecast partnered with Lake Capital in 2004 to continue building a leading national merchandising services firm across all channels of distribution. More information about Storecast is available at www.storecast.com.

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