



NEWS RELEASE

Karasinski Joins Itasca Retail

MINNEAPOLIS – July 13, 2012 – Frank Karasinski has joined Itasca Retail Information Systems, Inc. as Senior Technical Business Analyst.

A veteran of two decades in retail information systems field, he is immediately assuming client-facing responsibilities on Itasca's Professional Services team, said Jeff Kennedy, president. His focus will be on the Itasca Magic™ solution for real-time inventory optimization and replenishment.

Karasinski has an extensive background working with supermarket retailers on various systems integration projects. Since 2003, his main area of focus has been Inventory Management, Forecasting, and Automated Replenishment; and he has implemented these modules for 5 major retailers.

Most recently he was Senior Technical Lead at RedPrairie. In 1995, he joined Telxon RTG as a Systems Integration Specialist and continued to provide results driven IT Professional Services throughout his years with Telxon RTG, SofTechnics, and their ultimate successor, RedPrairie.

Karasinski began his career with Retail Grocery Information Systems in 1993 as a consultant/trainer for Norand (now Intermec) under Capgemini Consulting. He graduated from Iowa State University in 1991 with a BBA degree in Business Management (Management of Information Systems minor).

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About Itasca

Itasca Retail Information Systems Inc. invents and builds industry-leading solutions for Inventory Management, DSD, Computer Assisted Ordering and associated data management. **Magic™**, our field-proven software solution, optimizes the replenishment and management of store-level merchandise inventory. Comprehensive by design,

Magic integrates existing information systems to address these issues that, until now, have prevented retailers from providing the desired service level for their customers. For more information, visit www.Itasca-Retail.com

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