



Metiri Mensus Expands The Team

May 2010 - Metiri Mensus, distributors of the Apollo Space Optimisation Suite and Mockhop Visual Merchandising Software, is pleased to welcome aboard two industry experts to expand the current team. This will enable Metiri Mensus to continue their growth into new channels as well as increase current involvement in category and space management as well as introduce assortment planning with the recent inclusion of Cosmic Solutions into the Aldata Space Optimisation Suite.

Paul Edwards has joined the company in the Sydney Office. In his role as a senior consultant we will be able to take advantage of his knowledge of assortment planning, space optimisation, promotional planning, shopper insights as well as Retailer & Supplier processes gained via past experience in the industry, which includes time working in space management at various supplier companies before moving onto JDA and then to Synovate Aztec. The Apollo team is pleased to have Paul back on board, considering he started out working with the Apollo Space Management Suite in the early 1990s with Information Resources, the then developers of the Apollo software.

Geoff Muscat has joined the company in the Melbourne Office. Geoff's primary role as a senior consultant will be to ensure the Apollo users in Victoria are maximising their potential with the retail merchandising solutions available to them. Geoff has gained a wealth of knowledge in both category and space management from previous roles at Coles, Unilever and most recently Sigma Pharmaceuticals.

Metiri Mensus' business is **100% Merchandising**. We are an innovative and dynamic company offering a wide range of Retail Merchandising Solutions that provide the tools for companies to merchandise effectively. We are known as the experts in merchandising and retail space planning via the distribution of Aldata Apollo Space Optimisation Suite throughout Australia and New Zealand. We operate in multiple channels from grocery, to hardware, to pharmacy, to home electronics, books, stationery and apparel with the distributorship in Australia and New Zealand for Mockshop, vrSoftware's visual merchandising solution. To learn more about Metiri Mensus go to www.metirimensus.com.

Contact: Edwina Henningham, Corporate Marketing, Metiri Mensus Pty Limited on + 61 2 8820 3600

100% Merchandising

Metiri Mensus Pty Limited
Suite 107, Level 1, 30 Cowper Street, Parramatta NSW 2150 Australia
Phone: +61 2 8820 3600 | www.metirimensus.com