

Franklin Resource Group Rebrands to Franklin Retail Solutions

For nearly 12 years, Franklin Resource Group has been providing a variety of in-store and information services to the Sporting Goods, Outdoor and Active Lifestyles industries. As Franklin Resource Group rebrands to Franklin Retail Solutions (FRS) to better identify with its mission, it also launches a brand new website and marketing materials to better represent the company's focus on providing unique, customized retail merchandising services.

President, Peter Goehrig describes the company's rebranding: "Our business model is designed to provide *solutions* to the various challenges our clients face at retail. Therefore, our new name, Franklin Retail Solutions, describes what our company offers brands and retailers: leverage at retail."

The new FranklinRetail.com features streamlined solutions and service offerings, an enhanced Management Visibility Platform (MVP), and extensive retail strategy options. The website allows clients to easily explore the possibilities of partnership with Franklin Retail Solutions through the implementation of in-store merchandising solutions, inventory optimization, and field marketing services.

"As we see the demands of the retail marketplace and the needs of our client and retail partners change, we continue to evolve rapidly," explains Vice President of Operations, Ernie Baske. "Our range of services, covered geographies, execution abilities and the value of the information we collect have all expanded greatly. We are much more than just a merchandising group- we are a solutions provider."

Look for the new Franklin Retail Solutions updates in January 2011.

For more information, contact Ginna Larson, Client Services Manager, at (303) 282-3945 x 101 or Ginna.Larson@FranklinRetail.com.

About Franklin Retail Solutions

Established in 1998 with a small but visionary beginning, Franklin Retail Solutions is a team of retail strategy and execution experts who build relationships and execute your brand strategies at the retail level. Headquartered in Boulder, Colorado, Franklin Retail Solutions strives to be the #1 service provider supplying merchandising, marketing, and information and consulting services to the Sporting Goods, Outdoor and Active Lifestyles industries.