



FOR IMMEDIATE RELEASE

Big Y to Implement Itasca Solutions for Inventory Management

Des Moines, IA [June 11, 2020] – *Big Y* World Class Markets plans to implement the Itasca Magic™ computer generated ordering and inventory optimization solution over the next 12 months.

Itasca Retail's Magic™ software uses historical sales data and current shelf and selling conditions to calculate the exact right order amounts for tens of thousands of items at any time of the day. This ensures each store always has the right stock levels to fulfill shopper demand.

Said Jeff Kennedy, Itasca Retail's President and Co-Founder, "Itasca Retail is honored to have been selected to help Big Y and its associates optimize store inventories and stay reliably in-stock on the products they bring to their customers. We welcome them to a growing list of valued customers and look forward to a long-term relationship assisting them to remain the preferred destination for their loyal shoppers."

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About Itasca Retail:

Itasca Retail Information Systems invents and builds industry-leading solutions for Inventory Management, DSD, Computer Generated Ordering (CGO) and associated data management. The company provides reliable, high-performing and cost-effective solutions for Inventory Optimization, including merchandise forecasting, perpetual inventory, DSD receiving, and the hand-held devices that support store execution processes. Learn more at www.itasca-retail.com

About Big Y:

Big Y Foods, Inc. is one of the largest independently owned supermarket chains in New England. Big Y operates 83 locations throughout Massachusetts and Connecticut including 71 supermarkets, Fresh Acres Market, Table & Vine Fine Wines and Liquors and 10 Big Y Express gas and convenience locations with almost 12,000 employees. Big Y has been recognized by Forbes as a Best-in-State Employer in Massachusetts and Connecticut, as well as Employer of Choice by the Employers Association of the Northeast. Founded in 1936 by brothers Paul and Gerald D'Amour, the store was named after an intersection in Chicopee, Massachusetts where two roads converge to form a "Y".

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