



▶ L.C. INDUSTRIES, INC.
2781 KATHERINE WAY
ELK GROVE VILLAGE, IL 60007
PHONE 312 455 0500

www.lcibrands.com

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For Immediate Release

Contact:

LCI Brands
Ashley Atkinson-Leon
Marketing Associate
312.455.0500

LCI Brands Selects CenterStone's iVendix & Guide B2B Platform *New Online Solution Opens Customer Service 24 x 7*

ELK GROVE VILLAGE, Illinois and Denver, Colorado, January 28, 2016 – LCI Brands (LCI), who has been supporting the traveler and outdoor enthusiast since the early 70s, and CenterStone Technologies, Inc., an international developer of web-based B2B e-commerce software, today announced that LCI's wholesale business has selected iVendix, CenterStone's industry leading Business to Business software. "Once they are live on the solution," comments Dave Mathias, VP of Sales & Marketing at CenterStone, "reps, retail customers, and customer service professionals will be able to access LCI's multiple brands anytime, from anywhere. Additionally, with using Guide, a visual merchandising tool, users can create line sheets, custom digital catalogs and merchandised views of products in their cart."

Franz Wieshuber, Senior VP of Sales and Marketing at LCI stated, "We were looking for something that was well-established in our industries and would support the breadth of our accessories business. With many travel and outdoor retailers already using the platform, it was an easy decision for us. Once live, we expect to provide an unparalleled level of customer service to our specialty and national accounts through visually-enticing presentations. The customer can simply log in and place an order – something that helps simplify the way they interact with our brands."

About LCI Brands

LCI Brands has been a leading provider of travel and outdoor gear and accessories for over 30 years. Home to 13 unique brands, including Lewis N. Clark and UrbanGear, and encompassing an assortment of over 500 products, LCI ensures that retailers are able to find every item in one place. LCI's expertise in product design and manufacturing makes certain that time-tested practices are skillfully interweaved with the newest trends in the travel and outdoor markets. LCI Brands' capabilities include speed to market through sourcing, logistics, chain supply, and distribution, and partners with companies large and small to increase their sales in the travel and outdoor categories. In addition, the on-site warehouse has the capacity to pick and pack as few as one item to send to retailers. Additional information about LCI Brands may be found at www.lcibrands.com.

About CenterStone Technologies, Inc.

CenterStone Technologies, Inc. operates a multi-tenant, Software-as-a-Service (SaaS) platform and provides web-based B2B ecommerce applications in six languages and local currencies in North America and Europe with widespread adoption by specialty retailers and sales reps. CenterStone's e-commerce solutions processed more than \$3.0 billion dollars in wholesale transactions in 2015. CenterStone makes vendors more competitive by driving revenue growth, providing increased inventory turns at retail, reducing customer service costs, and providing greater speed to market, thus improving relationships with their customers – retail dealers. Additional information about CenterStone Technologies, Inc., based in Denver, Colo., is at www.centerstonetech.com.

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