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Franklin Retail Solutions Names Glenn Walls as VP of Business Development

Brings Wealth of Industry Experience to FRS

Boulder, CO, October 5, 2012. Franklin Retail Solutions today announced that Glenn Walls has been named VP Business Development. Walls will be based out of the greater New York area. His responsibilities will include managing strategic partnerships and the development of new accounts.

“Glenn brings 25 plus years of industry experience to FRS. His unique background in sales, buying and merchandising with several leading brands and retailers within the Sporting Goods business will be a great asset” stated Peter Goehrig, president of FRS.

Before joining FRS, Walls was the Principal of Trilogy, Inc., an independent manufacturer’s rep agency in the Northeast US. He represented Asics America and other brands in some of the largest retailers in the world, including Footlocker, Dick’s and Modell’s. Prior to that, he was a Sr. VP with GSI Commerce and a DMM for Dick’s Sporting Goods.

Walls commented, “Being in sales and retail, I understand just how crucial key placement is for brands and retailers. The best product can’t sell if it’s in the back room. Franklin Retail Solutions provides an incredible service that is desperately needed at retail to ensure great presentation in showcasing products. The end zone is just impossible to get to without a company like Franklin. I see FRS as the final step in the collaboration between the retailer, the brand and the consumer.”

Walls is the second of three new key executives to be added to Franklin’s executive team this fall, as Franklin gears up for greater growth.

For additional information, please contact H. Peter Goehrig.

Franklin Retail Solutions provides in-store merchandising, educational marketing services and consultative services for retailers and vendors in the Sporting Goods, Outdoor and Active Lifestyle Industries. Franklin’s headquarters are in Boulder, CO.