

Franklin Retail Solutions Names Tom O'Brien as VP of Strategic Initiatives

Boulder, CO, October 16, 2013. Franklin Retail Solutions (FRS) announced today that Tom O'Brien has been named VP of Strategic Initiatives. O'Brien will be based out of the Boston area. His responsibilities will include managing marketing and product development.

"Tom's experience in marketing and spearheading new initiatives over the last 25 years will be invaluable to FRS. As we begin our next phase of growth, his unique background and collaborative approach to developing and delivering services and software to leading retailers will be a great asset," stated Marty Lillis, founder and CEO of FRS.

O'Brien commented, "The opportunity to work with the leading brands and retailers in the Sporting Goods, Outdoor and Active Lifestyle industries is tremendously exciting. I look forward to leveraging Franklin Retail Solution's best-in-class service and software to help our partners maximize the return on their merchandising investment."

Before joining FRS, O'Brien was Vice President at Karen Clark and Company where he oversaw the development and marketing of software applications for consumers and home service professionals. Earlier in his career, O'Brien provided Software as a Service (SaaS) solutions to leading retailers such as Best Buy, Staples, CVS and AutoZone. He also served as an officer in the United States Army. He holds a Bachelor of Science in Engineering Management from the United States Military Academy at West Point, and an MBA from the Tuck School of Business at Dartmouth.

About Franklin Retail Solutions

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. For more information, please visit www.franklinretail.com.