

Fortna - Press Release

L.L.Bean, Inc. Partners with Fortna to Prepare for Holiday 2008

By Increasing Throughput Capacity & Maximizing Existing Distribution Investment

NASHVILLE (December 18, 2008) – Fortna Inc. has completed an in-depth analysis of L.L.Bean's complex multi-channel order fulfillment environment, allowing them to increase throughput capacity and forego investment in a new distribution center or use outside storage this holiday season.

FortnaDCModeler®, Fortna's proprietary operations analysis tool, was used to analyze a huge amount of data representing over 200,000 SKU's and over 40 million order lines which represented a year's worth of sales for online, retail stores and business to business transactions. In depth data analysis was performed by cross profiling SKUs against order types and other variables to identify high correlations. For example, SKU's that often shipped together were analyzed to specific locations within a catalog. Insights gained from the study will lead to improved throughput by providing the ability to forecast SKUs that are picked together and will optimize L.L.Bean's operations for Holiday 2008 and beyond.

"Fortna's analysis detected relationships in customer orders and SKU correlations that provide real tangible insights and recommendations," stated Mike Perkins, Vice President, Distribution & Returns Operations for L.L.Bean. "Their approach, tools and capabilities drove value into the results of this analysis and we are confident of the savings we will achieve from these recommendations while improving customer service."

"We are proud to provide value to L.L.Bean and allow them to improve their direct channel throughput in the busiest 8 week period of the year," John White, Fortna EVP stated. Continuing, "Our team's focus on balancing processes, systems, people and assets will deliver immediate results for L.L.Bean's 2008 holiday season, as well as provide a strong foundation for future savings and efficiencies."

About Fortna

Fortna – "Driving Supply Chain Results"

Fortna Inc. is a leader in designing, implementing and supporting complete supply chain solutions. Our balanced approach to people, assets, processes and systems provides solid supply chain solutions that can be implemented and managed for long term success. Fortna's integrated services and unmatched design tools have provided long term relationships with clients in a wide range of industries including; apparel and footwear, multi-channel retail, consumer products, third party logistics, auto parts, and electronics.

Call us at (800) Fortna-1 or visit our Web site: www.fortna.com

About L.L.Bean

L.L.Bean, Inc. is a leading retailer of quality outdoor gear and apparel. Founded in 1912 by Leon Leonwood Bean, the company began as a one-room operation selling a single product, the Maine Hunting Shoe. While its business has grown substantially, L.L.Bean still upholds the values of its founder and continues his dedication to quality, customer service and a love of the outdoors.

www.llbean.com