

**Press Release**  
**April 30, 2009**



## **Burlington Coat Factory Launches Fashionable New Supply Chain**

**NASHVILLE April 30, 2009** – Fortna Inc. today announced the successful transformation of Burlington Coat Factory’s supply chain with new systems and enhanced operational processes designed to optimize efficiencies and customer service at their Burlington, NJ site. This effort is part of BCF’s 5-year supply chain strategy. Burlington Coat Factory operates 433 retail stores across the country and in Puerto Rico offering name-brand apparel, shoes, housewares, baby furniture and gifts at discount prices.

The team comprised of Burlington and Fortna employees delivered expanded supply chain capabilities using an integrated approach across both operations and information technology to support aggressive store growth and productivity initiatives. Updated warehouse control software coupled with a new warehouse management system will vastly improve productivity and optimize their facilities, resulting in increased flexibility, easier maintenance and a strong foundation for future growth. Additionally, the team ensured adoption of the new systems and processes by creating and delivering a holistic transition management plan that focused on operations and organizational readiness.

“Fortna is a true business partner who understands the higher level goals of this supply chain effort,” said Charlie Guardiola, EVP at Burlington. “In today’s retail environment, the right competitive response is fresh fashions moving through our supply chain to every door at the lowest cost while providing outstanding customer service.”

“Burlington and Fortna blended into a powerful team to handle this incredibly complex transformation involving culture, technology, processes and material handling. Fortna is proud to help Burlington raise the bar on retail supply chain performance,” said Albert Avalos, EVP Fortna.

### **About Burlington Coat Factory**

Burlington Coat Factory is a nationally recognized retailer of high-quality, branded apparel at everyday low prices. We currently serve our customers through our 433 stores in 44 states and Puerto Rico. For more information about Burlington Coat Factory, visit our website at [www.burlingtoncoatfactory.com](http://www.burlingtoncoatfactory.com).

### **About Fortna**

#### **Fortna drives supply chain results.**

We design, implement and support complete end-to-end solutions for our clients through supply chain consulting, material handling systems implementation and systems selection and implementation. Our “no-silos” business approach ensures alignment strategically, financially and operationally and brings our clients’ supply chain strategy to life. Our integrated services and unmatched supply chain design tools have provided long term and trust-based relationships with clients in a wide range of industries including multi-channel retail, consumer products, electronics, parts distribution and third party logistics.

[www.fortna.com](http://www.fortna.com)

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