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## **Kidrobot Named 2009 Top Innovator for Implementation of Simparel ERP Solution**

**New York, April 6, 2009** – Kidrobot, the premier creator and retailer of limited edition art toys, apparel and accessories has been named a 2009 Top Innovator by Apparel Magazine. The award is a result of Kidrobot's recent, highly successful implementation of the Simparel next generation ERP solution.

Simparel implemented a global supply chain management solution for Kidrobot that is flexible enough to bridge their toy, apparel and accessory businesses.

Simparel's ERP solution also successfully addresses Kidrobot's unique sales distribution strategy that leverages multiple channels of distribution (retail stores, wholesale customers, Web-based B2B, E-Commerce B2C) for the same products.

"Our diverse customer base includes a mix of department stores, specialty stores and consumers; geographically covers both domestic and international markets; and accommodates various currency and local compliance processes. The Simparel ERP system successfully manages all of these processes," said Diego Marchioni, CEO of Kidrobot.

Further, with product offerings that leverage unique collector items and innovative designs, Simparel has implemented an ERP solution manages Kidrobot's high velocity development-to-delivery cycles.

Simparel CEO Ron Grilli notes; "The Simparel ERP solution is designed to be both flexible and affordable. Scalable and customizable for ever-evolving industries, the Simparel solution is optimized for change in industries where efficient supply chain management is crucial, including apparel, accessories toys, home fashions and footwear."

### **About Kidrobot**

Founded by designer Paul Budnitz in 2002, Kidrobot is the world's premier creator and retailer of limited edition art toys, apparel and accessories. Kidrobot's limited edition products, a cross between sculpture and conceptual art, have become the perfect medium for international fashion

designers, illustrators, and graffiti artists, merging street trends and pop art. Kidrobot operates stores in New York City, San Francisco, Los Angeles and Miami. Kidrobot products can also be found at numerous specialty retailers around the world and online at [kidrobot.com](http://kidrobot.com).

**About Simparel, Inc.**

Simparel, Inc. has developed a new generation enterprise solution that delivers the unique combination of being the simplest, quickest and most affordable global supply chain business solution available today. Simparel's initial market is fashion-related businesses, including apparel, footwear, accessories, costume jewelry, home furnishings and toys. The Simparel solution is so adaptable that it can expand beyond the apparel and fashion-related businesses into numerous other industries that are characterized by quick market response to ever-changing consumer demands. Established in 2007, Simparel has its corporate offices in New York.

For more information about Simparel, go to [www.simparel.com](http://www.simparel.com).