



JustEnough Reports Record 80% Growth for 2009

NEWPORT BEACH, CA- February 9, 2010- Demand management company JustEnough Software Corporation Inc. (<http://www.justenough.com>) today reported 80% growth in revenues for 2009.

New customers for JustEnough's demand planning and replenishment solutions included Levi Strauss, Provide-Commerce (Red Envelope), BevMo!, Carolina Pad, Bob's Stores, CHEP China, IDS (division of Li & Fung), B&H Photo, Musica, United Pharmaceutical Distributors and The Midas Group.

Record growth was also driven by the launch last year of JustEnough's Merchandise & Assortment Planning solution. "As CEO, I've seen time and time again companies struggle to balance the art and science of planning," said Buxton. "Existing solutions were costly and came with tedious and lengthy implementation timelines."

JustEnough's Merchandise & Assortment Planning helps buyers create the correct mix of products and sizes by providing the insight to purchase products for stores that are most likely to sell them. This leads to increased margin as well as less overbuying to reduce end-of-season markdowns. The solution has already been very well-received in the apparel industry, with companies such as Levi's Asia Pacific Division seeing results in less than six months.

At a time when many software companies are downsizing and scaling back, JustEnough has been on a recruiting drive for its East and West coast operations to meet demand.

"Our business is built to help companies through tough economic times like these where we reduce costs and increase working capital," said JustEnough CEO and President Malcolm Buxton. "I'm proud of the recognition we have received this year for our solutions from some of the world's global brand leaders and remain committed to our customers' success."

JustEnough is off to a strong start in 2010. The company gained new customers in January such as Go Outdoors, 1888 Mills, ABC Fine Wine and Spirits and others. They will also be launching a cloud-based Sales Forecasting and Planning service in the first quarter.

"This SaaS solution will allow Forecasters and Planners to collaborate around their forecasts without any of the traditional hurdles associated with tedious on-premises implementations, high costs or the messy myriad of spreadsheets that proliferate today," said Buxton, "all at a price the market has not seen before for this type of application."

About JustEnough

Founded in 1994, JustEnough is a global leader in Demand Forecasting, Planning and Replenishment solutions.

Available OnDemand, OnSite and OnMobile, JustEnough's Demand Management solutions help retailers, manufacturers and wholesale distributors of every size, across a breadth of industries, to forecast their customer demand, plan their merchandise and inventory, and then execute on those plans.

*JustEnough services more than 200 of the world's leading brands including Replenishment of **Levi Strauss's** North American stores, Inventory Planning at **Nissan**, Demand Planning at **Kraft Foods** and Merchandise Planning at **Strandbags**. Each year JustEnough calculates over 1.5 billion forecasts and recommends over 826 million orders to more than 8 million suppliers.*

JustEnough is headquartered in the United States with offices worldwide. For more information visit www.JustEnough.com, email info@justenough.com or call +1 (919) 956-7372.