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**FOR IMMEDIATE RELEASE**

**PREFIX RETAIL SOLUTIONS OPENS FOR BUSINESS  
OFFERING A TURNKEY, PROCESS-DRIVEN APPROACH TO DEVELOPING INDIVIDUAL  
STORES, ROLLOUTS AND RETAIL INFRASTRUCTURE**

March 17, 2009 – (Encinitas, CA) – Today PREFIX Retail Solutions opens for business and announces the launch of [www.prefixgroup.com](http://www.prefixgroup.com), outlining its services.

PREFIX speaks to the specific challenges and opportunities existing in the current marketplace. Designed from the outset to be fast, flexible and economical, PREFIX offers clients comprehensive brand and retail development, from concept through execution. Past experience includes prAna, bebe, Kiehl's and THEFACESHOP, equipping PREFIX team members with the background and expertise to drive retail programs from Financial Grounding, Store Placement and Construction through Operations and Market Launch.

“This is an unprecedented economy that we are facing and with this comes great opportunity. With a massive influx of retail real estate hitting the market and a lack of competition, 2009 will be one of the best years in decades for retailers to plan expansion,” said Steve Cutter, President, Lockhouse Retail Group, Inc. “I can easily see agile businesses like PREFIX helping clients to land grab and develop creative, compelling retail projects.”

PREFIX is structured into practice areas that are ready to serve clients ranging from visionary managers and private equity firms, who are exploring the market, to existing retail businesses looking to take advantage of this current economic environment through launching stores or extending the reach and performance of existing programs.

“Clients may simply need to support their infrastructures—and perhaps have had to cut internal resources at a corporate level—or are they could be gearing up to build stores from scratch,” said PREFIX Store Operations Specialist, Danielle Fulton-Davis. “We came up with PREFIX with the intent to create custom, brand-right solutions with a focus on operational efficiency.”

**About PREFIX Retail Solutions:**

PREFIX is a task force possessing a unique blend of experience in building brands and retail operations. Using a rigorous approach, transparent process and clear metrics, PREFIX can support clients at any stage of retail development, via strategic and conceptual counsel or hands-on execution and management.

*The Right People. The Right Process. Right from the **Start.** [www.prefixgroup.com](http://www.prefixgroup.com).*

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