

**FOR IMMEDIATE RELEASE**

## **Columbus Consulting Expands Team in Response to Growing Demand for Consulting Services**

*Now in seventh year, CCI growing on average of 70 percent per year*

**COLUMBUS, Ohio – September 19, 2007** – Columbus Consulting, Inc. (CCI) today announced that as a result of the growing demand for its retail operations and technology consulting services, the firm has added eight CCI consultants, increasing its extended team to more than 30 consultants. Joining the firm as Independent Consultant Alliances are Antoinette Carter, Bob Horner, Dawn Milanovich, John Phillips, Michael Pokriefka, Susan Riley, Judy Schoombie and Brad Sterling. These additions are in response to CCI's 70 percent plus sales growth during its first six years and current year performance.

“We are on track for another stellar year, and the demand for our expertise in retail planning and allocation, supply chain management, IT management, and business analytics continues to grow,” said Rick Amari, president of Columbus Consulting. “Our practice represents a collection of the most experienced and successful independent retail consultants in the industry, and we are fortunate to be able to add eight new top-notch retail professionals to our team. We look forward to their contributions to CCI's success, as well as to the ongoing support we receive from our current team.”

Approximately half of the CCI team is based in Columbus, Ohio while the other half is based in locations across the country, including New York, Tampa, San Jose, Reno, Chicago, Philadelphia, Boston and the United Kingdom. The company attributes a portion of its success and growth to the burgeoning retail market in Columbus. With the spinoff of former Limited businesses, including Abercrombie & Fitch, Tween Brands, Lane Bryant, Express and Limited Stores, as well as the IPO of DSW by Retail Ventures, Columbus has become the Midwest capital for retail company headquarters.

“As retail has grown in Columbus, so has CCI,” added Amari. “Behind New York and L.A., Columbus rivals any other city in the country. Columbus was already a powerhouse in retail with LimitedBrands, including Victoria's Secret and Bath and Body Works, Big Lots, and Value City. The spin offs are really putting Columbus on the map as a retail headquarters destination. There is tremendous retail talent in Columbus, and we are pleased to be part of that. With more than a dozen consultants in both Columbus and New York, we are well positioned to continue to support the leading retailers in the industry. As we evolve our business, we will continue to work hard to earn the respect and trust of some of the most notable names in retail.”

**About Columbus Consulting, Inc.**

Founded by industry veteran Richard Amari in 2001, Columbus Consulting comprises a team of highly experienced specialists in retail business process and systems. The company works with many of the world's largest and well-known retailers, including American Eagle Outfitters, Ann Taylor, Saks, Big Lots, Guitar Center, CVS Pharmacy, and New York & Company. While Columbus Consulting is called upon to provide a variety of services, their primary focus is in planning & allocation, reporting & analysis, data warehousing and IT strategy/leadership. Projects range in scope from managing short-term, high-impact, executive-level advisory services to overseeing large, multi-disciplinary, multi-million dollar projects, lasting more than a year. For more information on Columbus Consulting, visit [www.columbusconsultinginc.com](http://www.columbusconsultinginc.com).

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