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**PRESS RELEASE ISLAND PACIFIC MOBILE & THE DUNE GROUP**

**Dune**

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The Dune Group Select Island Pacific Mobile

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**IP Mobile on iPod Touch helps support high levels of customer service**

**at The Dune Group**

Island Pacific Systems, Inc. (Island Pacific) announced today that it has signed an agreement for **Island Pacific Mobile** with The Dune Group, a major UK fashion footwear retailer with over 200 stores and concessions in prime locations across the UK and Europe. The Dune Group currently uses the Island Pacific solutions across its Retail, Web, Mail order, International and Wholesale channels for the management of stock. Recently they made the decision to invest in the Island Pacific Mobile solution for use within their retail stores. The Island Pacific Mobile application will be used on the iPod touch and will allow Dune store employees to better share product information and availability with the customers from the website and or another store. James Cox COO at The Dune Group explains, "We have a customer base which is extremely loyal to the Dune Brand and we want to ensure we give them the highest level of customer service possible. We aim to continually improve the in-store experience, enabling a tighter integration between all channels and to ensure that the customer leaves the store knowing they have experienced the best customer service possible. Introducing Island Pacific Mobile into our retail stores means that the sales assistant has invaluable information at their finger tips. Initially we will be providing a real time stock inquiry and the ability to purchase stock directly from alternative Dune stores or the Dune website. Long-term we have some very exciting initiatives planned for the Island Pacific Mobile application".

Mike Dotson MD of Island Pacific Europe comments Island Pacific Mobile is the latest in our new and exciting applications available to our existing and new customers the solution has been developed as a direct reaction to the market place. The beauty of the product is we provide a standard solution which is continually evolving to meet the ever increasing demands of the retailer's needs and the customers they serve whether that be customer data capture, stock availability and ordering, price information or real time view of sales across the business."

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## **About Island Pacific**

Island Pacific is a global leader in retail merchandising and store operations software solutions. For 30 years Island Pacific has been a thought leader in retail software solutions and has developed a reputation for delivering high quality, high reliability software to the retail industry. As a result Island Pacific is a leading resource for scalable, flexible and affordable solutions for retailers around the world.

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## **About The Dune Group**

The first Dune store opened on London's Kings Road, in 1993; and has since grown to become one of the most influential global players in the fashion and footwear market. The foundation of this growth has been their dedication to excellence in product development and design, and commitment to providing outstanding customer service. Today The Dune Group comprises over 20 brands including Dune, Pied a Terre, Bertie, Black Sand by Dune, Chelsea Cobbler, Head over Heels, Roland Cartier and Roberto Gianni; offering an expanding range of luxury footwear and accessories including handbags, jewellery and sunglasses. In 2009 The Dune Group expanded its operations by opening shop-in-shop concessions within major department stores in the UK, Holland and Denmark. In the same year they acquired a portfolio of brands which resulted in tripling group turnover to £150m. The Dune Group now have extensive distribution through 40+ UK standalone stores and 150+ concessions within key department stores throughout the UK and Europe. The Dune Group are also rapidly increasing their global presence with more than 20 franchised Dune stores in the Middle East, Russia, Czech Republic, Poland and Libya; with plans to grow to 150 stores by 2015.