



Interactive, Entertainment, Merchandising

Contact: Chuck Seltzer
Tel: 631 899 4356
Cell Phone: 917 750 7451
Email: chuck@futuremerchants.com

FOR IMMEDIATE RELEASE

FUTURE MERCHANTS SURVEY FEATURED ON RetailWire Video programming as a Key Item Marketing Innovation

RetailWire, the leading retail industry e-zine, featured an article written by Don Delzell, Managing Director of Future Merchants, Inc. Mr. Delzell, a RetailWire BrainTrust Panelist, suggests that retail-centric video programming offers an innovative and high ROI alternative to existing traditional methods Retailers use to promote Key Items within their assortment.

Future Merchants has created RetailTV®, a revolutionary innovation combining over 50 years experience in retail merchandising, the art and science of master storytelling, and best in class technology to bring retail clients a powerful new method for driving cross-channel volume for key items.

Combining Solutions™ programming with the RetailTV® platform enables retailers to easily integrate powerful video storytelling anywhere on their website, while creating an interactive and seamlessly shoppable experience for their customers, driving sales on featured items across all channels.

The Future Merchants mission is to provide multi-channel retailers an affordable, high impact alternative to the declining effectiveness of traditional key item marketing techniques; an alternative that simultaneously engages the consumer, enhances the brand, and drives volume.

More insight into the issues and answers to retail websites and video programming will be delivered at the upcoming eTail West convention. Don Delzell, Managing Director of Future Merchants will be a Panelist on the Day Two Session: Driving Returns from Online Video With An Understanding of the Nuts and Bolts Behind Execution. Don will be offering a unique perspective on the issues behind the current industry experience with video.

If you would like more information on this topic, or a demonstration of the Future Merchants RetailTV® technology, please call Chuck Seltzer at 631 899 4356 or email Chuck at chuck@futuremerchants.com