

City Beach Surf Australia Selects HighJump Software's Supply Chain Execution Solutions; Leading Australian Retailer to Implement HighJump's Comprehensive Retail Functionality in Highly Automated Warehouse

HighJump Software, a 3M company, the global leader in providing highly adaptable, best-of-breed supply chain execution solutions, today announced that City Beach Surf Australia has selected its Supply Chain Advantage suite to optimize and centralize supply chain operations. City Beach Surf Australia, based in Brisbane, Queensland, is a provider of surf, skate and urban fashion apparel, accessories and footwear. The company will use HighJump's robust and uniquely adaptable solutions to strengthen customer service for its 41 national stores, reduce costs, locate inventory more efficiently and improve overall supply chain performance.

The company selected HighJump's best-of-breed system over an ERP warehouse module due to its superior functional fit, as well as HighJump's level of customer support and commitment to research and development for warehouse and supply chain solutions. The retailer also will leverage the system's unique, in-house business process configuration tools to respond quickly and cost-effectively to changing business requirements.

City Beach Surf Australia will take a multiphased approach to implementation as it undergoes a shift in supply chain strategy. In particular, it is replacing manual processes with a fully automated warehouse environment designed to accommodate the company's quickly growing volumes. The project will include significant automation with conveyors, RF technology and a put-to-light system, all of which will integrate seamlessly with Supply Chain Advantage. All operations of City Beach Surf Australia's three current warehouse facilities will be consolidated at its newly constructed distribution center in Brisbane where the HighJump system will be implemented.

"We're pleased to be working with a company that offers demonstrated momentum in this part of the world," said Neil Jensen, general manager of supply chain for City Beach Surf Australia. "We are tremendously impressed with the flexibility of the product. Any changes we may need to make, whether it's updating a screen layout or creating a new report, can be easily handled in-house. This will significantly reduce the total cost of ownership for the system."

"With the addition of City Beach Surf Australia to our growing roster of Australia-based customers, HighJump continues to solidify its position as a premier provider of supply chain execution solutions in this market," said Chris Heim, president of HighJump Software. "We're pleased this fast-paced retailer has selected our solutions to help manage its growth and maximize its supply chain efficiency."

About City Beach Surf Australia

Established in 1985 in a 170 square meter store in Brisbane, City Beach Surf Australia has grown to become Australia's largest and most dynamic surf and skate retailer. From humble beginnings to the current day, their commitment to large format retail stores has secured their position as a destination of choice for the age 10-24 demographic. By staying in touch with the ever changing trends of customers, City Beach Surf Australia has morphed from a respected retail outlet into a major part of Australia's youth culture and lifestyle. With 41 stores nationally, City Beach Surf Australia's growth and commitment to large format retail stores is continuing through its aggressive new store opening program.

About HighJump Software, a 3M Company

HighJump Software, a 3M company, is the global leader in providing highly adaptable, best-of-breed supply chain execution solutions that streamline manufacturing and distribution from the point of source through consumption. HighJump's tightly integrated solutions empower operational excellence in the warehouse and optimize the flow of inventory throughout the supply chain by facilitating collaboration with customers, suppliers and trading partners. These comprehensive solutions combine robust, standard functionality; a best practices-based implementation methodology; and a uniquely adaptable architecture that facilitates fast, cost-effective system modifications. The result: the industry's lowest total cost of ownership for more than 700 satisfied customers worldwide. As an independent subsidiary in the 3M family of companies, HighJump leads the SCE software industry in financial strength and delivers on an unmatched commitment to innovation and quality. HighJump leverages these advantages to continually expand its solution footprint and empower operational excellence for domestic and multinational customers. For more information about HighJump, visit www.highjump.com.

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Every day, 3M people find new ways to make amazing things happen. Wherever they are, whatever they do, the company's customers know they can rely on 3M to help make their lives better. 3M's brands include Scotch, Post-it, Scotchgard, Thinsulate, Scotch-Brite, Filtrete, Command and Vikuiti. Serving customers in more than 200 countries around the world, the company's 67,000 people use their expertise, technologies and global strength to lead in major markets including consumer and office; display and graphics; electronics and telecommunications; safety, security and protection services; health care; industrial and transportation. For more information, including the latest product and technology news, visit www.3M.com.

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HighJump Software Mike Devine, 952-563-5122

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