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## Kerusso Steps Up as First Apparel Company to Engage Retailers With Treeline's Powerful New Software

**Berryville, AR (May 29, 2008):** Company officials announced today that **Kerusso**, the premier producer of Christian apparel and one of America's fastest growing companies, has committed to the Above the Treeline web based analysis tool that empowers Christian retailers by increasing profit and managing inventory.

"This incredible program will help retailers and suppliers work better together," said Chris Rainey, VP of Marketing for **Kerusso**. "Over the last few years Kerusso has introduced programs like the Light House Apparel Center to help retailers grow profits and manage their apparel inventory. Joining Above the Treeline is just another step in ever-increasing efforts to support our customers in truly tangible ways."

Above the Treeline is the Christian retail industry's leading supplier of collaborative business analysis tools for both retailers and suppliers. Started in 2003, the company now partners with over 40 suppliers and 500 retail outlets nationwide. The Supplier/Retailer Partnership Program is designed to help retailers and suppliers work together to improve inventory availability and sales. The benefits of increased sales and customer satisfaction along with reduced inventory cost and better cash flow are import business strategies to both retailers and suppliers.

"The software helps foster communication between suppliers and retailers," adds Above the Treeline President John Rubin. "With a retailer's permission, suppliers get next day information on the sales of their products in a store. They can track which products sell well in that location and which do not, enabling the supplier to customize products that a retailer can move quickly and eliminate stagnant inventory."

Since 2003, publishing houses such as Random House, Zondervan, Tyndale House Publishers, Thomas Nelson Publishers and Moody Publishers have partnered with Above the Treeline to use the program but **Kerusso** is the first apparel and gift vendor to do so.

CEO/President Vic Kennett founded **Kerusso** in 1987. Its products have received awards for artistic and technical merit and sometime in 2008 **Kerusso** will ship its 10 millionth shirt. It not only has a global vision but puts work to its faith in the town of Berryville Arkansas where **Kerusso** employees over 120 people and is a major contributor to the local economy.

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