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Dillard's Chooses Kiva Systems to Fill Online Orders in Real Time

Kiva scalability key to support Dillard's Internet sales

San Diego, Calif. – Internet Retailer Conference and Exhibit 2011 – June 15, 2011 – [Kiva Systems](#), a developer of game-changing mobile-robotic solutions that automate [order fulfillment](#) and distribution operations, today announced that [Dillard's](#) will implement a Kiva system for its new eCommerce fulfillment center (FC). The company will use Kiva to bring state-of-the-art order fulfillment to its new 850,000-square-foot FC in Maumelle, Arkansas.

Dillard's, Inc. ranks among the nation's largest fashion apparel, cosmetics and home furnishings retailers with annual revenues exceeding \$6.2 Billion. The company operates 294 locations and 14 clearance centers across 29 states. Over the next few months, Dillard's will expand its operations with a new Kiva-enabled FC in its home state to support the growth of its online store, at www.dillards.com.

“The enhancement of the online shopping experience at dillards.com is a major focus of our efforts in 2011. We are developing a fulfillment center that can expand with increased sales and support the wide variety of merchandise we offer online,” said Dillard's President Alex Dillard. “We chose Kiva because we want our customers to have the same gratifying experience with our online store as they do when making an in-store purchase. Kiva is ideal for us because it can easily expand and adapt to changing merchandise as we introduce new products to our online store.”

Kiva uses hundreds of robotic drive units that bring inventory on mobile shelves directly to workers, allowing easy and efficient access to all inventory items at all times. Unlike traditional automation such as conveyor, carousel and AS/RS, Kiva can handle products of all shapes and sizes, and automatically brings products to operators eliminating wasteful time spent walking the warehouse floor. Kiva is a complete order fulfillment solution that encompasses inventory control, forward replenishment, picking, packing, shipping sortation, finishing and quality assurance to simultaneously improve fulfillment center productivity, speed, accuracy and flexibility.

“Our team is delighted to be working with Dillard's, a respected household name in apparel retail, on this ground breaking eCommerce project,” said Mick Mountz, CEO and

founder of Kiva Systems. “The retailer’s selection of Kiva reinforces the point that traditional automation is not well suited for online fulfillment and that Kiva’s adaptive, dynamic approach is a true game-changer in the market. In addition, the folks at Dillard’s are true retail professionals with a passion for innovation and getting it right, and we enjoy a fun, collaborative relationship between the two teams.”

Kiva Systems is demonstrating its innovative approach to fulfillment automation at the [Internet Retailer Conference and Exhibit 2011](#) tradeshow, from June 14-17 in San Diego, Calif.

About Dillard’s:

Dillard's, Inc. ranks among the nation's largest fashion apparel, cosmetics and home furnishings retailers with annual revenues exceeding \$6.2 billion. The Company focuses on delivering maximum fashion and value to its shoppers by offering compelling selections complemented by exceptional customer care. Dillard's stores offer a broad selection of merchandise and feature products from both national and exclusive brand sources. The Company operates 294 Dillard's locations and 14 clearance centers spanning 29 states, all with one nameplate - Dillard's.

About Kiva Systems

Kiva Systems, Inc. offers game-changing automation solutions for distribution centers that help companies simplify operations and reduce costs while increasing strategic flexibility. Using hundreds of autonomous mobile robots and sophisticated control software, the Kiva Mobile-robotic Fulfillment System enables extremely fast cycle times with reduced labor requirements, from receiving to order picking to shipping - all without conveyor. The result is a building that is quick and low-cost to set up, inexpensive to operate, and easy to change. For more information about Kiva Systems and its solutions, please visit www.kivasystems.com.