



For Immediate Release

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Acumen Holdings Chooses Kiva to Automate “Long Tail” eCommerce Fulfillment

Company to roll out a world-class customer experience at 20 specialty Internet stores in 20 weeks

Chicago, Ill. – ProMat 2011 – March 22, 2011– Kiva Systems (www.kivasystems.com), a developer of game-changing mobile-robotic solutions that automate [order fulfillment](#) and distribution operations, today announced that Acumen Holdings will implement a single Kiva system to handle all [inventory storage and fulfillment](#) for 20 individual Internet retail stores.

Acumen Holdings currently operates a number of specialty online stores, including outdoor apparel (trailsedge.com), work wear (toughweld.com), nursing scrubs (scrubshopper.com) and baby gear (babyhabit.com) and it is already a distributor for more than 200 well-known apparel brands such as Timberland, Carhartt, Dickies, Fisher Price, Wrangler and Under Armour. Acumen’s 2011 expansion plans include 16 new online stores serving a wide range of diverse market niches. The company’s goal is to offer the best selection and fastest delivery in each market niche, and its aggressive growth strategy requires both easy operational scalability and the ability to warehouse and fulfill a broad spectrum of different merchandise categories.

“Kiva provides world-class eCommerce fulfillment operations right out of the box,” said John James, CEO and co-founder of Acumen Holdings. “The Kiva warehouse automation solution is the only way we found that would enable us to build our company quickly, yet preserve the flexibility we need for an unpredictable future. It speeds our transformation from an emerging player into a leading internet retailer.”

Kiva’s innovative approach to warehouse automation 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 exactly when needed. Kiva is a complete order fulfillment solution that encompasses inventory control, forward replenishment, picking, packing,

shipping sortation, finishing, and quality assurance to simultaneously improve distribution center productivity, speed, accuracy and flexibility.

“Acumen Holdings understands the promise of the ‘long tail’ eCommerce business model and has developed an innovative strategy for profitable, rapid growth,” said Amy Villeneuve, president and chief operating officer of Kiva Systems. “By aggregating operations for 20 distinct online shopping stores into a single Kiva fulfillment center, Acumen will quickly and efficiently develop the scale advantage to be a category killer in each of these underserved market niches.”

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 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 on Kiva Systems and its solutions, please visit www.kivasystems.com.

About Acumen Holdings

[Acumen Holdings](#) is a Fayetteville, Arkansas eCommerce company operated by serial entrepreneurs John James, M.D. and Terry Turpin, J.D. James, CEO, is a residency trained Family Practice physician who quit practicing medicine the day he finished 7 exhausting years of training. He built his first eCommerce website in 1995 while attending the University of Arkansas. Turpin, COO, is an attorney who was a partner in the Thompson-Murray agency. He oversaw the growth of the company from 3 people until its sale to Publicis Groupe’s Saatchi & Saatchi in 2004. Turpin continued as COO of Saatchi & Saatchi X until 2007.