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**The Home Depot Selects Next-Generation Price Software Innovator, Clear Demand**

*Flexibility for Scaling across Online and In-Store Channels plus Business Rules Compliance are Key Drivers*

SCOTTSDALE, AZ. — December 18, 2012 — Clear Demand Inc. announced today that The Home Depot has licensed its next-generation pricing solution to support its commitment to pricing and analytics. Clear Demand was selected for its ability to manage prices via sophisticated rules while providing Home Depot with an agile delivery model.

"Our commitment to creating an interconnected customer experience requires that we align ourselves with nimble innovators who can meet our evolving solution needs," said Hal Lawton, Senior Vice President and President of Online for The Home Depot. "This commitment also requires that we take small well-defined steps, communicate clearly across our merchant organization, provide tools that fit with the way our merchants work and get data to the point of decision quickly. Clear Demand has demonstrated a unique ability to support the flexibility required to maintain this commitment."

Clear Demand's next-generation solution delivers a variety of industry-firsts intended to address emerging business needs for transparency, speed and management of business rules. These innovations are supported by three patents-pending and include the following:

- **Intelligent Rules Engine** which reverse engineers existing business rules for rapid setup and identifies inconsistencies in pricing strategy;
- **Force Diagram Technology** reveals pricing forces on current and recommended prices for related items, for explaining price moves; and
- **Multi-Channel Competitive Rules** is the first solution to fully integrate traditional and online competitive pricing intelligence.

"Our focus with Clear Demand is on business process; more specifically making it simple for retailers to consume these technologies and quickly convert data into useful business information," said Jim Sills, CEO for Clear Demand. "We are very pleased to be working with The Home Depot and share their vision for the role of innovation in retailing."

## **About Clear Demand**

Clear Demand is the first company to deliver an omni-channel retail pricing solution which synchronizes prices, promotions and markdowns online and in-store to produce a consistent brand and shopping experience. Architected on big data and delivered as a multi-tenant software-as-a-service (SaaS), Clear Demand's pricing solutions can be administered from a public or private cloud. Clear Demand's rules-based pricing approach uses innovations which simplify adoption and use while allowing retailers to see value in just weeks with more transparency and minimal disruption to existing business. For more information contact [sales@Clear-Demand.com](mailto:sales@Clear-Demand.com) or visit us on the web at <http://Clear-Demand.com>.