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FOR IMMEDIATE RELEASE

The OtiumGroup, LLC launches OtiumOutfitters

OtiumOutfitters is an e-commerce platform which works to level the playing field for Outdoor Adventure Retailers

RIVERWOODS, IL, July 28, 2009 - The OtiumGroup, LLC today announced the first component of the OtiumSolutions network – OtiumOutfitters. OtiumOutfitters is a complete e-commerce retail solution that allows independent outdoor adventure retailers to offer many of the same products and services enjoyed by the “Big-Box” retailers at a fraction of the cost. Delivered via the Software-as-a-Service (SaaS) model, OtiumOutfitters provides a turnkey solution created exclusively for independent retailers looking to quickly and affordably e-commerce enable their businesses to compete in today’s online economy.

The SaaS model reduces overhead expense related to the budgeting and funding of “traditional” software licenses, periodic upgrades, updates, and maintenance. The need for on-site IT infrastructure and personnel is also eliminated.

“Otium offers tremendous value for independent and small to medium outdoor adventure retailers,” said Eric Maki, Chief Marketing Officer, The OtiumGroup, LLC “The SaaS delivery method is a natural fit for retailers with limited technical and financial resources as it requires minimal up-front cost and provides real-time service, support, and future scalability. Our desire is to provide retailers everything they need from help desk support to infrastructure management to application development.”

OtiumOutfitters e-commerce SaaS solution includes the associated implementation and integration services, training, support and maintenance, as well as ongoing updates and upgrades, giving retailers the freedom and flexibility to focus their resources on their core business. With a 30 day project timeline, Otium offers significant time-to-market benefits.

“As an outdoor enthusiast myself, I’ve always naturally gravitated towards the smaller, independent shops because of their commitment to customer relationships and the intimate knowledge and enthusiasm they have for the gear they carry,” said Patrick Raftery, Chief Executive Officer, The OtiumGroup, LLC.” OtiumOutfitters enables these retailers to continue to do what they do best, while at the same time providing them with an instant on-ramp to serving new and existing customers through the web.”

About The OtiumGroup, LLC

The OtiumGroup, LLC, founded in 2007 and headquartered in Riverwoods, IL, delivers best-in-class SaaS enterprise software solutions to the Independent Outdoor Adventure Marketplace. Otium solutions enable Outdoor Adventure clients to drive efficiency, improve performance, build competitive advantage, and develop their integrated digital presence. Otium provides the scalability and flexibility required to meet today’s business challenges, while empowering the Outdoor Marketplace to achieve greater success tomorrow.

Visit <http://www.TheOtiumGroup.com> for more information

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