

FOR IMMEDIATE RELEASE

January 27, 2005

CONTACT:

Sarah Abbott

Retail Systems Alert Group Inc.

Phone: 617-527-4626 x 117

Email: sabbott@retailsystems.com

**PETER BONEPARTH OF JONES APPAREL TO PRESENT OPENING
KEYNOTE AT VICS/RETAIL SYSTEMS SUPER CONFERENCE**

Newton, MA - Retail Systems Alert Group, organizers of the annual Retail Systems® Conference & Exposition, announced today that Peter Boneparth, President and CEO, Jones Apparel Group, Inc. will present the opening keynote address at this year's VICS/Retail Systems Super Conference, to be held May 24-26, 2005 at McCormick Place, Chicago, IL, USA.

Peter will speak about how the \$4.6 billion Jones Apparel Group embraces an agile culture that builds around innovation, customers, a common operating platform, and strategic vision. He will illustrate how the company, a leader in apparel, footwear, and accessories categories, has used this remarkably agile culture to support recent acquisitions, diversification, and brand extensions in the highly competitive apparel industry. Additionally, Peter will detail how Jones is becoming one of most powerful branded retail companies in the world while maintaining its historic strength as a designer and supplier.

Peter Boneparth became the chief executive officer of Jones Apparel Group in May 2002. He was also the chief executive officer of McNaughton Apparel Group at the time of its acquisition by Jones in 2001. Prior to joining McNaughton Apparel, he was senior managing director in investment banking at Rodman & Renshaw and was also on the board of the directors. Prior to joining Rodman, Peter was head of investment banking and a member of the board of directors of Mabon Securities Corp. Previously, he practiced corporate securities law at Shea & Gould, where he worked extensively for two major investment banking firms.

Retail Systems 2005 Conference and Exposition is the only event of the year that brings together all segments of the retail, CPG, and apparel industries to discuss internal and external IT and business process issues.

VICS/Retail Systems Super Conference offers three days of educational and networking opportunities for all professionals in the Extended Retail Industry. Education begins in the session rooms and carries throughout the show, including the show floor through presentations in theatres and meetings with potential business partners.

Retail Systems 2005 Conference and Exhibition show highlights include:

- 6 Super Conference tracks including Consumer Marketing, Enterprise Strategies, Store Innovation, Supermarket Issues, Supply Chain Management, and Collaborative Commerce
- Opening day workshops on specific topics relevant to the retail and supply chain industries
- More than 300 solution providers showcasing the latest technology applications for retail, CPG, and apparel companies
- Collaboration Zone - bringing retailers and suppliers together to discuss new supply chain initiatives
- TechTours® Program with marketplace analysis presentations, panel discussions, as well as guided and self-guided tours of the exhibit floor

For more information or to register please visit www.retailsystems.com

About Retail Systems Alert Group

Retail Systems Alert Group is a global research and events company that has followed the advancements of technology applications within the retail, CPG, and apparel industries for more than a decade. The company provides analysis and insight about a broad spectrum of issues and trends through publications, conferences and expositions, Internet services, special reports, and customized research. Retail Systems Alert Group has organized the annual Retail Systems Conference & Exposition, America's leading Retail IT and Supply Chain Event for more than 15 years. Retail Systems 2005 will be held May 24-26, at McCormick Place, Chicago, IL. For more information, visit www.retailsystems.com.

Retail Systems Alert Group is a tradename of Retail Systems B2B LLC, a Proximus Company.