



August 13, 2007

To whom it may concern;

In May of 2006 Fredericks of Hollywood (FOH) retained the services of John Bowler of Paragon Consulting to design, develop, and implement a new Retail Replenishment system ('FOHreplen') for our distribution center in Phoenix, AZ. It became clear early on in the process that John was going to be a valuable partner to FOH.

The new system was needed to replace a PC based solution with a licensing agreement that was based on a per transaction cost, fee basis. The existing solution also was not flexible enough to allow any deviations from the original set up / needs of FOH. 'FOHreplen' incorporates a closed loop process, from a front end automatic pick generation through acknowledgement at the back end. The new solution offers FOH much flexibility that has not only enhanced our efficiencies; it has also closed a previous 'black hole' issue that was causing inventory inaccuracies at the stores. The new solution also provides a series of useful troubleshooting utilities as well as serving as an excellent productivity tracking tool.

During system implementation, five stores were selected and brought on line to pilot the new solution. Originally planned as a two month pilot, the new FOHreplen was performing so seamlessly in only its second week; a mass rollout of the remainder of the 141 stores was implemented in a single day. No one outside of the distribution center was aware a system change had been made. John's technical abilities, along with his strong understanding of warehousing and operations are exceptional. John's custom solution for FOH not only eliminated a \$20K monthly expense, it has reduced operational expenses for the store replenishment area by 29%. A very pleasant added bonus!

I would not hesitate to recommend John Bowler and Paragon Consulting for any process or system development project you may have. Please feel free to contact me with any questions you have about John. (602) 760-2131

Sincerely,

A handwritten signature in black ink that reads "Vincent W. Woolgar". The signature is written in a cursive style with a large, sweeping 'V' and 'W'.

Vincent Woolgar
Vice President Operations
Fredericks of Hollywood

5005 S. 40th Street • Phoenix, Arizona 85040
t 602.760.2001 • f 602.760.2089

