



FOR IMMEDIATE RELEASE

For more information contact:
Malcolm Peden, Chief Executive
Emma Griffiths, Marketing
Tel: +44 (0)20 7157 1000
Email: PR@intelliq.com

2nd Floor
36 Harbour Exchange Square
London E14 9GE

Tel +44 (0)20 7517 1000
Fax +44 (0)20 7093 1188
www.intelliq.com

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Claire's Accessories Tackle Loss with IntelliQ

Claire's Accessories, a leading specialty retailer of fashion accessories and jewellery, recently announced the launch of a European implementation of IntelliQ's Loss Prevention Software in order to significantly reduce shrinkage in stores. The IntelliQ solution went live in Europe in August 2009 and is already generating a significant return on investment. The system has since been launched in Claire's US operations with similarly substantial results.

Claire's Accessories took part in IntelliQ's Data Challenge process, and IntelliQ were able to forensically analyse their EPOS data and identify where their losses were coming from and the root cause of the problem whether that be fraud, wastage or procedural errors.

Jane Titley, Head of Loss Prevention for Claire's Europe commented "Claire's found the IntelliQ Data Challenge to be of tremendous value during our extensive vendor selection process for a global solution. IntelliQ went the extra mile in demonstrating the solution using Claire's EPOS data and their own investigative loss prevention skills, an approach not taken by any other vendor we considered. This unique method confirmed IntelliQ as our partner of choice, based on both their loss prevention domain expertise and technical capabilities, and helped us to build a solid business case and return on investment plan within 12 months".

Simon Hope, Financial Director at Claire's Europe added "The IntelliQ solution represents an important part of our overall shrinkage strategy across Europe. We are extremely pleased to already be receiving a significant return on our investment, right from the start of launching IntelliQ in our European operations".

Malcolm Peden, CEO of IntelliQ commented "The IntelliQ Data Challenge is a huge differentiator for us in the market and has helped drive our business forward in leaps and bounds. This approach has allowed us to welcome a large number of new clients into our expanding customer community, including Claire's, EAT, Sokos and the Co-Op Sverige. All of these clients took the Data Challenge and in turn used the results to justify their investment in IntelliQ. This is testament to the ability of the Data Challenge to provide our prospective clients with a robust business case and return on investment plan. We look forward to seeing Claire's go from strength to strength in utilising the IntelliQ solution within Europe".

Notes to editors

About Claire's Accessories

Claire's Stores, Inc. is the leading specialty retailer of fashion accessories and jewellery with two distinct brands: Claire's and Icing. For the past 35 years, Claire's has continued to understand and connect with customers by providing a fun store environment to shop the right product categories and trends that resonate with the brands' customer segment.

About IntelliQ

Headquartered in London, United Kingdom, IntelliQ is the leading provider of Forensic Analysis Solutions. IntelliQ solutions enable clients to efficiently analyze transactional data from multiple sources and quickly identify instances of potential fraud, loss or failure of process compliance. With a strong presence in the Retail, Financial and Government sectors, IntelliQ's solutions generate rapid, substantial and sustainable returns.

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