



## **The Fortunoff Backyard Store has chosen Anchor Retail Solutions as their CRM Database Marketing and Email Campaign Service Provider**

**Farmingdale, NY – January 17, 2011** – Anchor Retail Solutions, an Anchor Computer Inc. company and provider of database and interactive marketing services, announced today that they have been selected by the Fortunoff Backyard Store to maintain their relational marketing database and provide a full suite of email marketing services.

The Fortunoff Backyard Store, a retailer of outdoor furniture and accessories, is noted for their broad and unique selection, quality, service and value. Their renowned outdoor product line features a broad array of quality patio and outdoor furniture, backyard accessories, grills, outdoor rugs, umbrellas, replacement cushions and much more.

These outdoor seasonal items can found between February until September when the store transitions into a magical Christmas store. Christmas at the Fortunoff Backyard Store offers customers a spectacular layout of life-like trees in addition to the finest Christmas trim, outdoor décor, wreaths, ornaments, collectibles, lighting and beautiful fireplace hearths. Christmas at the Fortunoff Backyard Store is recognized as the most breathtaking Christmas stores in the New York and New Jersey area.

Stores can be found at seven locations in New Jersey and New York as well as online at their website: [www.fortunoffbys.com](http://www.fortunoffbys.com). Three new locations will open in February.

Anchor Retail will provide its customized relational CRM database services including database design; database maintenance; modeling and analysis. In addition Anchor Retail will provide full-service email marketing solutions including email appending, data hygiene and deployment consistent with established industry best practices.

These relational marketing database solutions will help bridge the gap between marketing strategy and implementation across online and offline channels. Anchor Retail's custom database capabilities will allow the Fortunoff Backyard Store to have an accurate and complete view of their customer base, more precise targeting, purchase and response history, advanced reporting and analytics, profiling and other key elements needed when making business decisions that are critical to retention strategies.

Anchor Retail Solutions President, Mark Schenker was quoted "We are honored to be chosen as the Fortunoff Backyard Store database marketing and email marketing partner and we look forward to providing marketing services that exceed their expectations. Anchor Retail's 33+ years of experience in helping high-end retailers make us the perfect fit for the Fortunoff Backyard Store. We are proud to help execute strategy that combines the renowned Fortunoff Backyard Store brand with an effective customer loyalty campaign."

Bernard Sensale, Chief Executive Officer of the Fortunoff Backyard Store, said, "We have chosen Anchor Retail as our database partner for their expertise with luxury retail brand high-end retailers, they have demonstrated the ability to provide the Fortunoff Backyard Stores with a deeper understanding of its customers base. Anchor Retail has already helped engage customers with relevant and timely marketing messages that increased our store traffic over the holiday season. We look forward to Anchor Retail's contributions in helping to create a tighter bond with our customers through more compelling, timely and relevant communications."

To find out more about Anchor Retail Solutions, please visit us at [www.anchorretailsolutions.com](http://www.anchorretailsolutions.com)

To find out more about the Fortunoff Backyard Store, please visit their websites at [www.fortunoffbys.com](http://www.fortunoffbys.com)