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RangeMe BRINGS NEW INNOVATION TO THE PRODUCT DISCOVERY PROCESS
Online technology modernizes the way CPG buyers and suppliers bring products to market

SAN FRANCISCO—August 24, 2015—[RangeMe](#), a new innovative online consumer packaged goods (CPG) platform, announced its U.S. launch with its first major retailer today. RangeMe is breaking the sourcing mold by creating a solution that puts products in front of the right retail buyers at exactly the right time while also giving suppliers an easier way to get discovered. The technology allows buyers to quickly hone relevant products through an online shopping-like experience, and it instantly helps suppliers uniquely promote their products and get on shelves in less time.

“RangeMe enhances the way buyers and suppliers meet, share products and do business,” said Nicky Jackson, Chief Executive Officer and Founder, RangeMe. “Our online platform injects efficiency and effectiveness into the product discovery process, ultimately helping buyers and suppliers gain competitive advantages in the marketplace.”

The innovative technology was designed to help improve the way retailers’ source products. [Target](#) is the first U.S. retailer to adopt this program.

“Retail buyers seek to deliver a compelling product mix that shoppers love, while they also must stay on top of ever-evolving consumer trends,” said Rachael Vegas, Vice President, Grocery Merchandising for Target. “Target is excited to partner with RangeMe to streamline the product discovery process.”

RangeMe makes things simple with easy to use web and mobile interfaces. Suppliers simply upload their products with supporting information such as a pitch video, pricing and photos, and they’re ready to be found. Buyers are instantly notified about products that match their criteria—putting thousands of exciting opportunities at their fingertips and making it easy to discover products from all over the world. RangeMe’s algorithm matches products to the right buyers while providing suppliers with updates on interest from retailers and insight on how to tailor their product more effectively. Suppliers can start for as little as \$7 per month ensuring that all suppliers have the opportunity to be discovered.

RangeMe successfully piloted the platform in Australia with top five grocery and top six drug store retailers. The pilot saw tremendous success with regular use by retailers and more than 12,000 product reviews conducted on the platform.

About RangeMe

Fast. Efficient. Reliable. RangeMe streamlines the product discovery process for CPG retailers and suppliers. One simple online dashboard enables buyers to find the right product at exactly the right time, and gives suppliers an easier way to reach top U.S. retailers. Discover www.rangeme.com today!

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