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## Spencer Gifts LLC Selects Mi9 Retail Merchandising as the Foundation for Retail Modernization

MIAMI April 18, 2017 – Mi9 Retail is pleased to announce that Spencer Gifts LLC has selected Mi9 Merchant, the Mi9 Retail flagship merchandising platform, to function as the backbone of its enterprise retail system. Spencer Gifts operates Spencer's, a North American mall retailer with over 600 stores in the United States and Canada, as well as Spirit Halloween, the largest Halloween specialty retailer in the world.

Spencer Gifts sought to replace its legacy merchandising system – one that had been customized over many years to support the unique, complex characteristics of its business. Spencer Gifts selected Mi9 Merchant because it offers both breadth and depth of “best of breed” functionality in a single solution, including advanced allocations. Mi9 Merchant is also a modern, scalable platform that will allow Spencer Gifts to successfully run its business for many years to come.

“After an exhaustive search of the enterprise retail systems market, we selected Mi9 Retail to be our core provider for merchandising,” said Carey Lowrey, CIO at Spencer Gifts.

Spencer Gifts knew they needed a technology partner that understood their business and had the experience to deliver a solution they could depend on. Mi9 Merchant is built to manage the significant transaction volumes and inventory diversity of large, complex retailers like Spencer Gifts. Mi9 Retail was recently ranked #1 among software vendors for Tier One retailers in the 2016 RIS Software LeaderBoard.

“Mi9 Merchant is unique because it will support the intricate business requirements of Spencer Gifts and Spirit Halloween on the same core system that is deployed by all of our other Mi9 Merchant customers”, said Neil Moses, CEO of Mi9 Retail. “Given that we maintain a single code base, Spencer Gifts is assured of an upgrade path and the ability to benefit from our ongoing investments and enhancements to our product.”

### About Mi9 Retail:

Mi9 Retail is passionate about helping retailers create great experiences for their customers – online, in-store, and on any device. We know that great retail experiences happen when optimized inventory management intersects perfectly with well-executed customer engagement strategies to deliver higher customer loyalty, better margins, and a more engaged workforce. Our solutions for merchandise management, digital commerce, and store operations are used by leading retailers across the globe. The company is headquartered in Miami, FL, with operations in North America, Europe and Asia. Visit [www.mi9retail.com](http://www.mi9retail.com) to learn more.