

**FOR IMMEDIATE RELEASE**

**RW3 Goes Mobile with New Audit App for iPad/iPhone/Android**

**Austin, Texas – September 19, 2011** – RW3, Inc., a leading provider of retail execution solutions, critical demand chain intelligence and meaningful technology innovations, today announced the introduction of a revolutionary mobile audit management application for iPad, iPhone and Android. RW3's Mobile Audit for iPad/iPhone/Android is an intuitive portable resource built specifically to raise retail execution management, shelf visibility and performance measurement to a new level of excellence.

“Imagine the increase in productivity, efficiencies and the ultimate cost savings a company can gain with an application that allows a user to simply jump on a plane with an iPhone or iPad in hand, land into a market with minimal preparation and leave later that day with a comprehensive, accurate and long-term picture of actual store conditions by shelf, by store, by region and by market. Our new Mobile Audit app makes this happen,” said Bruce Nagle, CEO and Founder of RW3.

RW3 Mobile Audit is designed to streamline core audit call requirements to improve auditor efficiency and yield more accurate store intelligence. An integrated GPS identifies and effectively routes auditors to target store locations for ‘surprise’ or planned visits into a market. Auditors can readily access key store information, review internal brand messages and historical store level conditions prior to the call, minimizing necessary preparation time. RW3 Mobile Audit’s user-friendly interface allows users to quickly check item distribution, display promotion and other causal activities and easily complete survey questions. The auditor can capture, categorize and integrate photos, providing visual, shelf-level documentation in context to a specific question. RW3 Mobile Audit also delivers immediate audit summaries of on-the-spot results, providing a useful tool for brand and category managers to assess performance within a market.



“RW3 Mobile Audit for iPad/iPhone/Android is fundamentally changing the way savvy mobile workforces get where they need to go, get prepared, get accurate data, get integrated photos and get results,” said Nagle.

The RW3 Mobile Audit app will be available by download from iTunes App Store or through an in-house Apple Enterprise license.

### **About RW3, Inc.**

RW3 Incorporated is a recognized leader in North America for retail execution solutions, delivering critical intelligence and meaningful technology to power smarter, faster and more profitable business decisions for the CPG industry. RW3 has deep industry expertise, intuitive portable applications supported with robust flexible DSR platforms and an unwavering dedication to customer success. RW3 empowers a well-established client base of leading CG companies including Nestlé USA, Kellogg’s, ConAgra Foods, PepsiCo, Energizer Holdings. For more information on RW3 ground-breaking mobile applications or for a business assessment, please contact RW3 Incorporated at 1-800-444-5793 or [info@rw3.com](mailto:info@rw3.com). Visit RW3 online at [www.rw3.com](http://www.rw3.com).

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