

Shopko selects Innotrac and MICROS for eCommerce

Written by Australian Business

ATLANTA, Sept. 19, 2013 /PRNewswire/ -- Innotrac Corporation (NASDAQ: [INOC](#)), a best-in-class commerce provider integrating digital technology, fulfillment, contact center and business intelligence solutions, today announced that Shopko has selected Innotrac and MICROS as its new eCommerce solution.

The mass merchant retailer carries products in a broad range of categories including apparel; electronics; health and beauty; home goods; toys and sporting goods; and furniture. Shopko manufactures its own private label brands and also sells merchandise with name-brands such as Keurig, Adidas, Reebok, Kitchen Aid, Fisher-Price & Sony.

"We're very excited to add Shopko to our family of clients," said Larry Hanger, Senior Vice President of Client Services at Innotrac. "Shopko has a very strong history dating back to the 1960's. We look forward to working with them as they continue to grow."

Innotrac partnered with MICROS to create a best-in-class eCommerce solution for Shopko. The eCommerce site is powered by MICROS on the front end with Innotrac's OMS, CRM, fulfillment and business intelligence on the back end.

"Shopko has very aggressive plans for growing our ecommerce business, and changing the way our customers interact with us digitally," said Mike Sidders, Shopko's Vice President of Ecommerce. "We're confident Innotrac and MICROS are the partners to help us deliver that growth. We're very pleased with our engagement, and see substantial opportunity to better serve our customers now and in the future."

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The Shopko website will have a new look based on customizations with the MICROS platform. Shopko's order fulfillment will be located in one of Innotrac's Ohio locations, allowing the retailer to reach the majority of the U.S. population within 2 days using ground shipping. Innotrac will also provide customer care out of its call center in Pueblo, Colorado

About Shopko

Founded in 1962 and headquartered in Green Bay, Wisconsin, Shopko Stores Operating Co., LLC is a \$3 billion retailer that operates over 330 stores in 21 states throughout the Midwest, Mountain, North Central and Pacific Northwest regions. Retail formats include 134 Shopko stores, providing quality name-brand merchandise, great values, pharmacy and optical services in small to mid-sized cities; 176 Shopko Hometown locations, a smaller concept store developed to meet the needs of smaller communities; 5 Shopko Express Rx stores, a convenient neighborhood drugstore concept; and 18 Shopko Pharmacy locations.

Shopko Stores Operating Co., LLC is an affiliate of Sun Capital Partners, Inc., a leading private investment firm focused on leverage buyouts, equity, debt, and other investments in market-leading companies that can benefit from its in-house operating professionals and experience. For more information, visit www.shopko.com.

About Innotrac

Innotrac Corporation, founded in 1984 and based near Atlanta, Georgia, is a best-in-class commerce provider integrating digital technology, fulfillment, contact center and business intelligence solutions to support global brands. Innotrac's fulfillment, order management and contact center solutions are integrated with all major web platforms, and seamlessly integrate with any required partner technologies. The Company employs sophisticated order processing and warehouse management technology and operates eight fulfillment centers and one call center spanning all time zones across the continental United States. Innotrac Europe GmbH has a network of fulfillment centers, call centers, and returns processing facilities with operations in the UK, Germany

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Information contained in this press release, other than historical information, may be considered forward-looking in nature. Forward-looking statements are subject to various risks, uncertainties and assumptions. Please refer to the Risk Factors discussed in Innotrac's 2012 Annual Report on Form 10-K and other filings on file with the Securities and Exchange Commission. Innotrac disclaims any intention or obligation to update or revise any forward-looking statement whether as a result of new information, future events or otherwise.

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