



Empower Your Decisions

Press Release

For Immediate Release

For more information contact:

Barb Levisay

434-466-4649

blevisay@marketingforpartners.com

www.clickbase.com

SMASHBOX COSMETICS FINDS BEAUTY IN BUSINESS INTELLIGENCE FROM CLICKBASE

Jacksonville, FL, June 17, 2009— ClickBase, an innovative provider of management decision tools that enable business managers to make better decisions, features the success of Smashbox Cosmetics sales team in a newly produced case study.

Smashbox Cosmetics, creator of a variety of beauty products sold in premium retail outlets and on the web, recently rolled out the ClickBase business intelligence to their national retail sales team, thereby eliminating time consuming manual efforts to report electronically reported store sales data. As a bonus, account coverage has increased more than 100%, allowing allowing retail account executives and regional sales managers to focus on proactive planning through weekly store results and trend analysis. The ClickBase case study describes the accelerated implementation process and the immediate ROI results.

While the retail industry continues to struggle, those distributors and manufacturers that are able to respond quickly to changing consumer preferences will reap the rewards as the economy strengthens and consumers increase spending. Organizations like Smashbox Cosmetics are leveraging ClickBase business intelligence tools to work proactively with merchants to identify and respond to consumer trends quickly. Implementing business intelligence throughout the organization, as Smashbox Cosmetics is currently doing, builds competitive edge through accelerated product innovation, effective promotions and improved efficiencies.

The newly released case study is available on the ClickBase website: www.clickbase.com

About ClickBase: ClickBase, established in 1997, enables agile decision making by business leaders through a unique management decision tool that simplifies consolidation and management of information across the organization. Used by some of the most successful companies throughout the world, ClickBase helps them to better manage operations, extend the life of databases, leverage business information, and provide customers with better service. ClickBase has offices in the United States and Europe serving thousands of users worldwide. www.clickbase.com

About Smashbox Cosmetics: Smashbox Cosmetics, inc. is a privately held prestige cosmetics company creating trend setting beauty products for lips, eyes, cheeks, face, and body; multi-use products; toolboxes; kits; and a variety of cosmetics collections. www.smashbox.com

www.clickbase.com

888-841-2377

info@clickbase.com

US Offices

Jacksonville

Dallas

Atlanta

Boston

Sioux Falls

Palm Coast

European Offices

Oslo, Norway

Stockholm, Sweden