

**Media Contact:**  
Ella Dyer  
[edyer@abundantcloset.com](mailto:edyer@abundantcloset.com)  
770/912-2666

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## **Richard Last, Chairman of the Board, Shop.org, Joins Board of Advisors of Abundant Closet, LLC.**

Internet pioneer Richard Last is the newest member of the board of advisors guiding Abundant Closet's unique B-to-B digital retail venture.

"We are delighted to add Rich to our talented team", says Jody Fennell, Chief Executive Officer of Abundant Closet. "Rich's broad range of experiences and numerous leadership positions, including Director of JCP Ecommerce, is a tremendous addition." Mr. Last's participation allows Abundant Closet to continue to gain market traction in their aim to change the landscape of retail.

Forging a path followed by many other internet retailers, Mr. Last was instrumental in creating the first-to-market launch of jcpenny.com in 1994, which later became the first US online retail site to generate over \$1 billion in annual sales. His pioneering spirit contributed to his decision to join the Abundant Closet board. *"When I first met Abundant Closet in 2009, it became clear to me that their tools would provide retailers with a unique way to better serve the consumer. The company's application is helping the industry discover what women already own, as well as where they wear their outfits. This enables retailers, both big and small, to personalize a message and an offer to shoppers. I'm excited to be advising them from the viewpoint of what retailers need and look forward to being part of their continued success."*

Mr. Last is generous with his time and experience, and also serves on the boards of the National Retail Federation, The Governor's School of Fashion Merchandising at the University of North Texas.

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### **About Abundant Closet**

[Abundant Closet](#) drives revenue for retailers by allowing consumers to bring their entire closet inventory to every purchase decision. Its first application, Fashion-Ade.com, allows consumers to build a

virtual closet in 5 minutes or less using pre-populated garments, and via its proprietary algorithms, matches retailer merchandise with the garments a customer already owns. Abundant Closet also offers Closet Insights, a custom software solution, to retailers to embed their experience on their own websites. The solution delivers a custom interface, a library of Closet Widgets which can easily be embedded in the retailer's site, and a robust data portal for accessing wardrobe data directly. The company has relationships with 23 retailer brands, including Nordstrom, Dillards, Saks Fifth Avenue and Gap.