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Snowden Brothers Implements StyleSource - SoftShoe's New Footwear Order and Sourcing Application

Team from Well-placed Start-up chose to work with GTS Again

Kirkland, WA, November 18, 2014 – [Global Trading Systems, Inc.](http://www.gts-us.com) (GTS), a leading product lifecycle management solutions provider for the footwear, accessories and apparel industries, announced today that it has entered into a License Agreement with Snowden Brothers; a footwear design and sourcing firm headquartered in Seattle, WA for its new Order and Sourcing solution for the footwear industry.

Founded in May of this year by industry veterans Bill and Rick Snowden, the Snowden Brothers have teamed up GTS again; this time to develop an affordable and intuitive solution for footwear sourcing agents. The application called *StyleSource* can be delivered stand-alone or as a module within the SoftShoe or SoftShoeStyle PLM solutions. It includes a Style Library, Sales Order Management, Production Order Management and Tracking.

According to Janet Amico, GTS President and co-founder, *StyleSource* offers smaller companies, designing and delivering footwear to retailers and brands, an industry-tailored solution with critical sourcing functionality. “We are very excited about this Agreement and working with the Snowden’s again. They understood early on the need for Sourcing technology to support operations and customer service. With *StyleSource*, there is an opportunity to integrate SoftShoeStyle or upgrade to SoftShoe; our PLM solutions for the footwear industry,” Ms. Amico commented.

“We knew before we started that we needed a sound IT infrastructure,” said Bill Snowden, CEO of Snowden Brothers. “We are confident in selecting GTS again as we share the same values of innovation, quality and customer care,” he added.

StyleSource is now fully live at Snowden Brothers.

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About Global Trading Systems

Global Trading Systems (GTS) has pioneered Product Lifecycle Management (PLM) software offerings since 1995. Uniquely, we build global solutions that are tailored to the industries we serve including footwear, accessories and apparel. Our primary goal is to give our clients an easy to use visual tool to control industry-specific product data and processes, while still enabling more free flow, contextual collaboration. Our elegant, yet simple solutions drive profits into your business by reducing cycle time, increasing visibility so you can make better and more informed decisions and improve customer service.

About Snowden Brothers

Snowden Brothers is a boutique footwear design and sourcing company headquartered in Seattle, WA. Founded by brothers, Bill and Rick Snowden, who have a combined 45+ years in the industry designing and sourcing product for all segments of the industry. The company provides seasonal trend services to develop their seasonal footwear collections, but also to develop exclusive designs for our partners that want to design back to specific trends or RTW looks. Contract manufacturers are primarily in China but the company also has factory partners in Cambodia and Vietnam.

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