



La Jolla Group (O'Neill, Metal Mulisha, FMF) Chooses RepSpark Systems for B2B eCommerce Solution



IRVINE, CA—June 9, 2015 - La Jolla Group, with its portfolio of influential and highly regarded group of brands in the action sports segment has partnered with RepSpark Systems for B2B eCommerce. With a renowned track record of innovation, market-leading products, efficient supply chain, and operational excellence, La Jolla Group looked to RepSpark Systems' Total Order Life Cycle Platform as a next level solution to support its Sales initiatives.

La Jolla Group launched the RepSpark platform beginning of Q2 and has seen great response so far with users.

Josh Wellington, COO at La Jolla Group, commented, "We made the move to RepSpark to deliver the most effective tools possible to improve productivity for both our Sales Force and Retail base. The RepSpark TOCLM platform was optimally

focused for integration, automation, workflow efficiencies, and ease of use and we now have a solution tailored to support each of our brands' unique business needs."

In addition to order entry, line presentation tools and sales specific reporting, La Jolla Group will be launching the B2B portal for true order collaboration, allowing proposed collections to turn into submitted orders seamlessly.

"LJG is a top-notch, innovative team to work with. They have been great partners to date, and we look forward to growing the platform with their industry expertise. We are thrilled to have the La Jolla Group brands join our family," stated Dac Clark, CEO of RepSpark.

About La Jolla Group (O'Neill, FMF, Metal Mulisha)

La Jolla Group is the world's premier active-lifestyle apparel company. With a strong operational backbone and licenses both domestically and globally for some of the most iconic names in surf and moto, including O'Neill, Metal Mulisha and FMF, LJG has developed a notable portfolio rooted in action sports. LJG applies its industry-dominating core competencies in finance, production, design, marketing, sales and distribution to refine its diversified roster of brands and additional business activities for the 21st century. For more information, visit the website at: <http://www.lajollagroup.com/>

About RepSpark

RepSpark Systems provides a web-based sales force management/ B2B

solution for the apparel/footwear/accessories industries. RepSpark Systems presents robust to-the-minute sales and inventory information, as well as sales history and order management through a multitude of easy to run reports. In addition, RepSpark provides sales managers with a territory planning module and management dashboard. RepSpark also has B2B functionality to allow retailers to place orders 24/7. For more information, visit: <http://repspark.com>

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