

MotoSport Selects Haley Business Rules Solution to Improve Shipping and Logistics for Its Thriving Online Parts and Riding Gear Business

Natural-language business rules platform's deployment in e-commerce brings cost savings, marketing agility, and improved customer service to cycling aftermarket sales leader

WASHINGTON, DC June 17, 2008

Haley Limited announced today that MotoSport Inc. of Tualatin, Oregon, has deployed a Haley business rule solution within its logistics and shipping systems. MotoSport is motorcyclists' and recreational vehicle riders' leading online source for aftermarket equipment, spare parts, and riding gear.

Haley's patented natural-language decision-making platform will enable MotoSport to customize shipping options and promotions for its customers, whose preferences for delivery time, expense, and method can vary widely. MotoSport offers more than 70,000 products from over 150 suppliers.

"We find, for example, that our off-road customers who go out and do their riding over the weekend come back to MotoSport.com on the following Monday to order replacement parts which they can receive within two days. The new system will enable MotoSport to find the best shipping promotion for each customer in real-time," said MotoSport's CIO and Vice President of E-Commerce Faramarz Farhoodi.

MotoSport is one of the fastest growing multi-channel retailers of power sports apparel, parts and accessories. The company, founded in 1999, also has a call center where agents engage in consultative selling to customers in the estimated \$10 billion domestic power sports market.

Programming Flexibility and Simplicity of Maintenance Shorten Time to Market, Reduce Costs

"The ability for our team to create business rules using the English language is a big advantage," stated Farhoodi. "It gives us a great deal of flexibility. We can make changes to our shipping rules and logic very quickly using Microsoft Office, at a higher and more intuitive level than would be possible with Java or some other programming language.

"This improved ability to maintain rules and make adjustments gives us a rapid time-to-market. This is because working in English allows our rules specialists to engage subject matter experts to verify the business logic earlier during the design phase, compared to traditional programming. Shorter testing and deployment time translates into a much lower total cost of ownership for this component of our IT infrastructure," he continued.

Haley's Business Rules Engine in E-Commerce Demonstrates Broad Potential for Additional Uses of Natural-Language Business Rules Platform

Peter Still, Haley's Vice President of Strategy, pointed out that the successful deployment of the company's technology in the logistics arena opens an entirely new market segment for Haley as it builds its presence in North America.

"E-commerce companies like MotoSport will find that a Haley business rules solution can deliver tremendously improved efficiencies in logistics and shipping – which are a large portion of their cost of doing business. In addition, Haley allows e-commerce sites to improve their customers' online experience, while giving vendors many more options in sales and marketing of their products," said Still.

MotoSport's Farhoodi added that his company is already planning two additional applications to incorporate the Haley platform into its sales promotions and into customization of the online experience for its loyal clients.

"We see great potential for the business rules engine to personalize the content for repeat customers. We will be able to make calculations and extend offers to individuals based on many factors – how long they have been with us, the type of equipment they typically purchase, and how frequently they make purchases, and so on. The possibilities are virtually limitless," he said.

About MotoSport (www.motosport.com)

MotoSport is one of the fastest growing multi-channel retailers of power sports apparel, parts and accessories. Dedicated to providing the best customer service in the industry, the company's sales associates are experienced, knowledgeable dirt bike, ATV, sport bike and Harley-Davidson® enthusiasts. MotoSport carries a wide range of products from the top motocross brands, including Honda, Fox, Alpinestars, Thor, Renthal and Acerbis. Unlike most motocross retailers, MotoSport offers free shipping on purchases of \$99 or more as well as a 30-day price match guarantee. And because the company warehouses everything it sells, most orders ship within 24 hours.

About Haley Limited (www.haley.com)

Haley's comprehensive suite of software solutions enables clients to automate policies, manage business rules, and mitigate risk. Many of Haley's solutions feature a unique, patented natural language platform that enables users to transparently and reliably integrate business rules into enterprise processes to manage complex decisions, control compliance costs and combat fraud. Haley's global client list includes organizations in the public sector, insurance, banking, telecommunications, transportation, healthcare, and manufacturing. Haley is headquartered in Australia and has offices in the United States, the United Kingdom, and Singapore.

Graber Associates LLC

Tom Burke
617-323-5694
tom@graberassociates.net

Haley Limited

Peter Still
571-331-4463
peter.still@haley.com

Haley Limited

Heike Lorenz
+61 404 082 648
heike.lorenz@haley.com