



First Insight Forms Partnership Agreement with Diane von Furstenberg and Extends Partnership with Helzberg Diamonds

PITTSBURGH, PA – (July 14, 2016) – [First Insight](#), the world’s leading provider of solutions that empower brands to incorporate the voice of the customer into the design and merchandising of new products, today announced a new partnership agreement with [Diane von Furstenberg](#), an iconic global luxury lifestyle brand. The company also announced the extension of their partnership with [Helzberg Diamonds](#), one of North America’s leading jewelry retailers that has worked with First Insight since 2013.

First Insight began 2016 with global recognition of its CEO, Greg Petro, as a ‘Disruptor’ on NRF Foundation’s List of the Top 25 People Shaping Retail’s Future. First Insight’s impact on the retail industry was further recognized shortly thereafter through extended partnership agreements with DICK’S Sporting Goods and [other leading specialty retailers and brands](#).

Brands and retailers are using First Insight to help improve sales, margins, buy depth and marketing effectiveness. As more retailers and brands are looking to technology to improve efficiency and sales while also reaching new customer segments, First Insight has proven itself as a must-have solution for the global retail market.

“We are excited to see how our work with First Insight can incorporate the voice of the customer into our new product decision-making process,” said Sarah Willersdorf, Chief Marketing Officer at Diane von Furstenberg. “Our efforts together will allow us to continue to put the woman at the center of everything we do.”

“Our success with First Insight has allowed us to continue to connect with our consumers and deliver what they really want. Our new product success rate has doubled since we began using First Insight’s solution,” said Beryl Raff, CEO of Helzberg Diamonds.

“Iconic brands rely on First Insight solutions as a key enabler of their strategic initiatives to move ahead of the competition,” said Greg Petro, president and CEO of First Insight. “Most of the challenges in retail today stem from one root cause—they don’t understand their customers well enough to provide them exactly what they need. From product selection to marketing efforts, our solutions enable retailers and brands to know their customers firsthand, allowing them to reduce the risk of new product failures and determine optimal price points.”

About First Insight

First Insight is the world’s leading provider of solutions that empower brands to significantly increase their new product success rate while minimizing the risk of new

product failures. Through the use of online consumer engagement, the First Insight solution gathers real-time consumer data and applies predictive analytic models to create actionable insights, which drive measurable value. Retailers, manufacturers and brands use the First Insight solution to design, select, price and market the most profitable new products for improved sales, margins and inventory turnover. Customers include some of world's leading vertically integrated brands, sporting goods companies, department stores, mass merchant retailers and wholesalers. For further information, please visit www.firstinsight.com.

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