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**Supermarket News**

## **Raley's Selects Price Optimization System**

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WEST SACRAMENTO, Calif. — Raley's Supermarkets, which operates more than 130 stores across Northern California and Nevada, has selected KSS Retail as its price optimization solution for regular and promotional pricing, KSS Retail, Florham Park, N.J., announced today. Raley's will use the system to offer its pricing and merchandising team with a predictive modeling solution for pricing and promotional decisions. "We are focused on providing our customers with the best value possible and we see KSS Retail as instrumental in helping us achieve this goal," said Joel Barton, senior vice president, sales and merchandising of Raley's, in a statement. "After spending time with several KSS Retail customers, it became evident they were the best choice for us to address this business area."