



For more information, contact:  
Nancy Guthrie, (615) 376 4430  
[nancyguthrie@comcast.net](mailto:nancyguthrie@comcast.net)

## **NUMBER OF STORES REPORTING SALES DATA TO CROSS:SCAN DOUBLES**

COLORADO SPRINGS, CO (March 2, 2009) –The number of stores reporting to CBA’s CROSS:SCAN (Christian Retail Official Sales Statistics) has doubled over the past year. Over 800 Christian Retail stores are now reporting their sales data and benefiting from the retail intelligence CROSS:SCAN provides.

“Over the past year, as we’ve continued to address retailers’ concerns, and worked with POS System providers to eliminate barriers to reporting, we’ve seen a 100% increase in the number of contracted stores who are reporting their data on a weekly basis,” said Curtis Risky, CBA’s Strategic Solutions Executive. “This makes CROSS:SCAN data richer and more helpful to everyone who depends on it for making informed inventory, merchandising and promotional plans, and it comes at a time when inventory management and managing cash flow are more critical than ever.”

The rich data being reported to CROSS:SCAN is being put to use to benefit Christian Retail in numerous ways including the new CBA Custom Inventory Accelerator which helps stores reset their inventory based on individual store goals and uniquenesses linked with what is actually selling through stores across the country. The richness of the data also makes CBA Best Seller lists the industry standard for assessing what is really selling in Christian stores.

According to Risky, these benefits make participating in CROSS:SCAN a must for every Christian retail store positioning itself for the future. “Getting started reporting data is not a complicated process,” says Risky. “Stores can sign up with a phone call or e-mail to CBA. It costs nothing for CBA members, and stores can begin receiving reports the Wednesday following the day they begin participating.”

“We are pleased to see retailer confidence and participation continue to grow,” said Bill Anderson, president of CBA. “CROSS:SCAN is making a difference in participating stores, with proven results in terms of improved sales and profitability, improved margins, and an improved ability to manage titles moving quickly and those slowing down and, it’s enabling CBA to more effectively represent and advocate the significant role of Christian retail.”

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