



MonkeyMedia™
S O F T W A R E

Corso's Cookies Selects MonkeyMedia Software to Power Online Sales and Manage Baking Operations

*Leading mail order baker Corso's Cookies upgrades sales and
production systems with MonkeyBakery™ 2.5*

SYRACUSE, NY – November 5, 2009 – MonkeyMedia Software, a provider of web-based enterprise operations solutions for food manufacturers, caterers and QSR and fast casual restaurants, today announced that Corso's Cookies has chosen its MonkeyBakery platform to manage both its online sales and baking operations. Established in 2000, Corso's Cookies makes custom decorated cookies and cookie bouquets for more than 100,000 corporate and consumer customers, including Lord & Taylor, Ask.com, Life is Good, Chase Bank, and more. Corso's also runs a thriving wholesale business with more than 100 retail customers including ProFlowers.com, GiftBaskets.com, and Amazon.com.

Tina Corso-Hess, a baker and artist with a long history of successful creative and entrepreneurial endeavors, founded Corso's out of a love of baking. Today, with more than 30 cookie designers and bakers on staff, Corso's is a leader in the cookie bouquet market, carrying a reputation for beautiful, hand decorated cookies that also taste delicious. "Our sales grew 132% between 2005 and 2008, surpassing all expectations for success," says Corso-Hess, proud of being named to *Inc. Magazine's* Top 5,000 Privately Held Companies in 2009. "The growth in volume through all of our sales channels highlighted the need to upgrade our systems if we wanted to keep business moving forward. Our old system was no longer reliable."

Searching the market for options, Corso-Hess' team learned of MonkeyMedia Software, and quickly realized that MonkeyBakery was uniquely positioned as a dedicated baking platform, designed by baking professionals and capable of upgrading both their internal operations and their online customer experience. As a fully Web-based solution, MonkeyBakery will enable:

- **Complete ERP functionality:** From recipes and production planning to supply chain management and accounting, MonkeyBakery is a unified solution that enables better day-to-day operational efficiency and cost-effectiveness.
- **Multiple sales channel management:** When paired with the Direct-To-Consumer sales module, MonkeyBakery lets users control all available sales channels – internal, wholesale and retail. Production requirements can be managed for each channel, or aggregated for greater productivity.
- **Scalability for future growth:** MonkeyBakery's SaaS (Software-as-a-Service) deployment model eliminates the need for client-side hardware and IT resources, and provides a platform with unlimited transactional and functional scalability.

"As a small business with limited IT resources, our lean operations require us to be as efficient as possible, while still ensuring that we have the infrastructure we need to maintain our growth," adds Corso-Hess. "We know we're getting proven industry expertise and support with MonkeyMedia Software. Their team is highly knowledgeable and accessible, and they treat us as a business partner, not just another customer."

“The baking industry is defined by passionate niche operators like Corso’s Cookies,” says Erle Dardick, CEO of MonkeyMedia Software. “As former food manufacturers ourselves, we understand their needs and ambitions, and we build our solutions to help them get there. Corso’s Cookies has a great reputation for quality and innovation, and we’re proud to have been chosen to help run their operations. We look forward to a long and successful relationship.”

About MonkeyMedia Software

[MonkeyMedia Software](#) specializes in web-based operations solutions for fast casual and QSR catering & delivery, and food manufacturing. The company’s applications are meticulously designed to fit the way you work – whether you’re a small business, a medium-sized regional company, or a national operator with stores coast-to-coast. With strong roots in catering and food production and a flexible, scalable web-based platform, MonkeyMedia Software delivers enterprise-class management solutions that enhance visibility and control, and drive sales and profitability. [MonkeyMedia Software solutions](#) provide a complete front-to-back system to manage sales, production and supply chain, powerful reporting for real-time visibility and results-based decision-making, and easy integration with other operational platforms. For more information on MonkeyMedia Software, visit www.monkeymediasoftware.com.

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