

Kenneth Cole Productions Fashions Avaya IP Telephony Network

Consultedge and Avaya Global Services deploy Enterprise Branch Connect Solution at core with Avaya IP Office at network edge to link NY Metro-Area headquarters and 82 retail locations simplifies management and reduces voice-data network costs

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BASKING RIDGE, N.J., US

Avaya, Inc. (NYSE:AV), a leading global provider of communications networks and services for businesses, today announced that Kenneth Cole Productions, Inc. (NYSE:KCP), has completed the deployment of an Avaya Enterprise Branch Connect Solution with the installation of Avaya IP Office systems in the company's 82 retail locations across the US. Supported by Avaya BusinessPartner, Consultedge, and Avaya Global Services, Kenneth Cole's wide area network (WAN) now links all the stores to its NY Metro-area headquarters and IT center. The solution simplifies management, reduces voice and data-related costs and provides more information on local operations directly to the centralized IT department and headquarters.

Kenneth Cole Productions designs, sources and markets a broad range of footwear, handbags and accessories, and operates retail stores under the names of Kenneth Cole and Reaction. For its U.S.-based retail stores, the company sought a single device that would be simple to manage, supported voice, fax, and data connectivity and which would connect them to the rest of the business.

"We've had independent systems in our retail stores, and managing multiple devices at each location is a nightmare," said Harry Kubetz, Senior Vice President, Operations, Kenneth Cole Productions. "Avaya IP Office offered a uniquely streamlined approach to fulfilling the voice, fax and data requirements at each location, at the same time reducing or eliminating the need to have teams of technicians going from store to store to administer and manage each system. For our branches, IP Office provides the right level of functionality for the right price."

Particularly for this retail application, bringing Avaya IP Office into the mix at the edges of the network provides solid functionality and a cost-effective voice-data link at the stores that can also help provide more detail on local activity that was previously unavailable or difficult to obtain. In addition, headquarters IT personnel can manage the stores' communication equipment without having to dispatch "truck rolls" out to each location.

Another immediate benefit to the company is reduction in transmission costs related to inventory tracking, which was previously transmitted via fax to the data center from each store at the close of business. Now, IP Office enables Kenneth Cole to utilize its wide area network (WAN) to send faxes, as well as voice calls, between offices, eliminating considerable long distance costs each month. In addition, IP Office offered the company an IP-based solution for each location that would remain functional even if the WAN experienced a business-impacting event, such as a service provider outage. IP Office was recently named as a Product of the Year Winner for 2003 by Internet Telephony magazine.

The installation of the Avaya IP Office systems in the retail locations completes the company's larger, Enterprise Branch Connect Solution. Enterprise Branch Connect Solution is a portfolio of products and services that help companies deliver voice and data applications to multiple branch office and remote worker locations over a converged network from a centralized location. Last spring, Kenneth Cole Productions implemented stage one of the project with the installation of Avaya MultiVantage Communications Applications and Avaya Converged Infrastructure for the NY Metro-area headquarters and IT center. Avaya MultiVantage Communications Applications provides the robust communications capabilities needed for the corporate offices, including contact center support and messaging as well as IP telephony.

Consultedge, an Avaya BusinessPartner, who handles Kenneth Cole Productions directly, and Avaya Global Services teamed to meet the short turnaround requirements to complete the project. Consultedge took the lead on network design and recommendations with consulting support from Avaya Global Services to help ensure the underlying network foundation would support the heavier bandwidth needs. Working together, Consultedge and Avaya Global Services completed the IP Office installations at all 82 locations in 45 days. Avaya Global Services will also provide on-going maintenance support.

About Avaya

Avaya Inc. designs, builds and manages communications networks for more than 1 million businesses worldwide, including 90 percent of the FORTUNE 500®. Focused on businesses large to small, Avaya is a world leader in secure and reliable Internet Protocol (IP) telephony systems and communications software applications and services.

Driving the convergence of voice and data communications with business applications, and distinguished by comprehensive worldwide services, Avaya helps customers leverage existing and new networks to achieve superior business results. For more information visit the Avaya Web site: <http://www.avaya.com>

About Consultedge

Consultedge is a premier communications integration organization specializing in the convergence of voice and data systems. Consultedge is the Avaya "Business Partner of the Year," based on explosive sales growth and high-caliber customer service. Consultedge's consultative approach provides an advantage when guiding enterprise customers with strategy, design, implementation and maintenance of their communication systems. Consultedge not only delivers traditional communication solutions but offers industry leading expertise in today's intricate applications such as Voice-over-IP (VoIP), Customer Relationship Management (CRM), Unified Messaging, Facilities Optimization and Provisioning, and Procurement Logistics. For further information visit us at www.consultedge.com.

About Kenneth Cole Productions, Inc.

Kenneth Cole Productions is a designer, marketer, wholesaler and retailer of high-quality branded footwear, apparel and accessories for the fashion-conscious professional. The Company's nationally recognized brands include: KENNETH COLE NEW YORK®, REACTION KENNETH COLE®, AND UNLISTED®. The company is known not only for men's and women's footwear, apparel and accessories collections but also for his socially conscious advertising campaigns. Kenneth Cole Productions currently owns and operates 53 retail stores across the country including Amsterdam and London and 33 outlet stores. We have worldwide distribution in Europe, Asia, Latin America, Canada, Mexico and Australia (Summer 04') Currently, there are 17 licensees that cover 73 dual gender and multi-brand product categories. The first introduction into the fragrance arena was in September 2002 with the successful launches of Kenneth Cole New York Men and Women. September 2003 will mark the 20th anniversary of Kenneth Cole Productions and the publication of Kenneth Cole's book, "Footnotes."

Sales for 2003 totaled \$433 million. To find out more about Kenneth Cole Productions, Inc. (NYSE: KCP), visit our Web site at www.kennethcole.com.