



Zumba Fitness, LLC shapes up global business operations with NetSuite OneWorld

Global Brand takes NetSuite Cloud to 12 million Zumba® enthusiasts in 125 countries

SAN MATEO, Calif. February 6, 2012 NetSuite Inc. (NYSE: N), the industry's leading provider of cloud-based financials / ERP software suites, today announced that Zumba Fitness, LLC has adopted NetSuite OneWorld to manage its worldwide operations and support dynamic growth. NetSuite OneWorld replaced three software systems including Salesforce.com, QuickBooks, and a custom-built ERP system as well as hundreds of spreadsheets. With NetSuite OneWorld, Zumba Fitness is able to manage key business operations in order to meet end-to-end business needs. Zumba Fitness relies on NetSuite OneWorld for global financial consolidation, customer relationship management, inventory management, order management and fulfillment, warehouse management, payment processing, analytics and reporting. NetSuite OneWorld also allows Zumba Fitness and its more than 12 million class participants in 125 countries to check and track order and return statuses, and update account information via the customer center. Thanks to NetSuite OneWorld's real-time visibility and suite approach, Zumba Fitness can analyze the profitability of the business, monitor the performance of each subsidiary, and have a real-time view of its overall business performance.

Based in

Hallandale, Fla., Zumba Fitness is a global lifestyle brand that fuses fitness, entertainment and culture into an exhilarating dance fitness-party workout. Since its introduction in 2001, the Zumba program has grown to become one of the world's largest and most successful dance-fitness programs, with more than 12 million people taking weekly Zumba classes in over 110,000 locations globally. Zumba Fitness grew virtually overnight into an international sensation and continues to grow in 2012. The tremendous success prompted the executives at Zumba Fitness' to choose NetSuite OneWorld as an international, integrated and eminently scalable solution for the brand in order to contend with its next stage of growth.

By switching to

NetSuite OneWorld, Zumba Fitness now has complete visibility into its order management process, and seamless integration with third-party logistics (3PL) partners. Zumba Fitness also has deeper insight into the progress and performance of its global network of instructors and millions of class participants, and can offer tailored solutions and innovative promotions, backed by the robust NetSuite OneWorld platform. NetSuite OneWorld's multi-language and multi-currency support are ideally suited to Zumba's international clientele, which has enthusiasts in virtually every nation on

Earth.

"NetSuite

OneWorld was the solution we felt could scale with the international growth we are experiencing at Zumba Fitness," said Roberto Moreno, Chief Financial Officer for Zumba Fitness . "By eliminating our tangled, underpowered applications and moving to the NetSuite cloud, we are well positioned for growth in the years to come."

Today, more than

10,000 companies and subsidiaries depend on NetSuite to run complex, mission-critical business processes globally in the cloud. Since its inception in 1998, NetSuite has established itself as the leading provider of enterprise-class cloud ERP suites for divisions of large enterprises and mid-sized organizations seeking to upgrade their antiquated client/server ERP systems. NetSuite excels at streamlining business operations, as demonstrated by a recent Gartner study naming NetSuite as the fastest growing financial management systems vendor in the world. NetSuite has continued its success in delivering the best cloud ERP/financial suites to businesses around the world, enabling them to lower IT costs significantly while increasing productivity, as the global adoption of the cloud is accelerating.

Follow NetSuite's Cloud blog,

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For more

information about NetSuite, please visit www.netsuite.com.

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