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ToolsGroup Adds New Consumer Goods Customers and Wins Consumer Industry Readers' Choice Award

Company recognized by end users and industry publication for inventory optimization excellence

CAMBRIDGE, Mass. — March 18, 2008 —ToolsGroup, a global provider of demand-driven inventory optimization solutions, announced today that it has entered into agreements to provide solutions to four new customers in the consumer goods/retail industry, including one of Europe's leading retailers. ToolsGroup also announced that it has again been selected as a winner of the annual Readers' Choice Survey conducted by Consumer Goods Technology magazine.

First of the four new customers is Alcampo, a chain of hypermarkets in Spain and a subsidiary of Auchan, one of the world's leading retailers. Auchan employs 170,000 workers at chains in Europe, Africa, and Asia and has more than \$43 Billion in annual revenue. They are well-known for maintaining low prices — a reputation that depends upon inventory optimization. To this end, the company will employ *Service Optimizer 99+* (SO 99+), ToolsGroup's inventory optimization solution.

"The objective of our commitment to ToolsGroup is to improve the global service level of our product categories that are served from stock, while optimizing inventory levels," said Raimundo Gonzalo, Director of Logistics, Organization and Systems at Alcampo. "With ToolsGroup's SO 99+ solution, we will be able to achieve more efficient restocking management."

Another new ToolsGroup customer is SOS Group, a \$2 billion food company based in Spain. At SOS Group, ToolsGroup's SO 99+ solution will work jointly with SAP R/3 and SAP APO, injecting optimum inventory objectives for each item in the logistics network. The SOS Group will leverage ToolsGroup's technology across all four of its divisions: vegetable oils, rice, crackers/biscuits and diversified products.

"Our unwavering interest in increasing service levels to our customers, combined with our desire to optimize inventory investment is why we are adopting SO 99+," said SOS's supply chain director, D. Esteban Herrero.

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In addition to Alcampo and the SOS Group, ToolsGroup also recently entered into agreements with two other CPG customers — a Coca-Cola bottler and a flatware company.

“Many leading consumer goods companies are driven to achieve service-level excellence,” said Joseph Shamir, CEO of ToolsGroup. “We are dedicated to assisting these companies around the globe achieve this goal. These new customers are validation of that effort.”

ToolsGroup was also recently selected as a winner of the annual Consumer Goods Technology, Readers' Choice Survey which analyzes responses from more than 150 consumer goods, IT and business executives to determine providers making an impact in the consumer goods industry.

About ToolsGroup

ToolsGroup is an innovation partner for companies who want to achieve outstanding customer-service levels, top-line growth and improved forecast accuracy with less global inventory. Our customers improve daily forecast accuracy and correctly set safety stocks to achieve up to 99+ percent customer-service levels. ToolsGroup's flagship Service Optimizer 99+ platform with Forecast MicroAllocation™ transforms demand plans into highly detailed and accurate daily forecasts, allocated by Stock Keeping Unit (SKU) and account-location. ToolsGroup now has more than 30 consumer goods industry customers, including Diageo, Cadbury Schweppes, Avon Products, Colgate-Palmolive, Georgia-Pacific and Energizer. For more information on ToolsGroup and its solutions, please visit www.ToolsGroup.com.

About Consumer Goods Technology

Consumer Goods Technology Magazine provides consumer goods executives with actionable insight, benchmark analysis and peer-to-peer networking—through integrated media—in order to help them improve business performance. Consumer Goods Technology serves a targeted audience of over 25,000 senior-level business and technology executives in the various segments that comprise the consumer goods market, from traditional packaged goods firms to cutting edge consumer electronic firms. Its media portfolio includes the monthly magazine, weekly e-newsletter, web site, blogs, podcasts, online web seminars, custom publishing, research studies, industry share groups, and three major summits and conferences. In each of these endeavors, one thing has always remained constant – a committed focus to providing the consumer goods industry with a forum for a discussion of business and IT trends, news and learnings. On the Web at www.consumergoods.com.

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