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**TRUEDEMAND ANNOUNCES APPOINTMENT OF RICHARD
HADRILL TO ITS BOARD OF DIRECTORS**

*Former Manhattan Associates CEO Brings Extensive Industry Expertise and Proven
Leadership in Growing Profitable Companies to TrueDemand*

LOS GATOS, CA, February 5, 2007 – TrueDemand Software, Inc., a pioneer in the development of integrated sales and supply chain solutions for retailers and suppliers, today announced that it has named Richard Hadrill to its Board of Directors. Mr. Hadrill is president and CEO of Bally Technologies, Inc. (NYSE: BYI), and was the former CEO of Manhattan Associates (NASDAQ: MANH) where he worked closely with TrueDemand Software CEO Eric Peters. Mr. Hadrill brings to TrueDemand Software extensive supply chain experience and a reputation for building innovative, market leading companies. TrueDemand will tap Mr. Hadrill's strong strategic and operational skills to help guide the company as it builds on the leadership position it has established through its sales and supply chain applications.

“We are privileged to have an executive of Dick Hadrill's caliber join our Board of Directors,” said Eric Peters, CEO of TrueDemand. “Dick is one of the most respected executives in the supply chain technology market, and his extensive expertise and knowledge of the industry will be an asset to TrueDemand as we bring to market a new class of supply chain replenishment applications. We look forward to collaborating with him and incorporating his advice regarding technology, market and business trends into our overall business strategy. He will be an invaluable sounding board for us as we execute on our vision for the ‘shelf back supply chain.™”

During Hadrill's tenure at Manhattan Associates, the company expanded its product offerings and market share, more than tripled revenues to almost \$200 million and increased its share price more than eight fold. Prior to Manhattan Associates Hadrill served as president and CEO for Powerhouse Technologies, Inc. (NASDAQ: PWRH), a successful technology and gaming company from September 1996 until June 1999, when Powerhouse was acquired. During his tenure, the Powerhouse share price increased more than five fold. Prior to Powerhouse, he was in Paris, France as International President for a publicly traded software company, and was a managing partner at Ernst & Young.

“TrueDemand has assembled a remarkable team with an extraordinary amount of industry and domain expertise to address the issues of store out-of-stocks and retail store

execution inefficiencies with a focus on driving sales at the retail store,” said Haddrill. “TrueDemand has developed a truly unique product offering and an innovative approach to automatic out-of-stock analysis, forecasting and replenishment. I am very excited to work with this team as TrueDemand introduces their products into the marketplace.”

About TrueDemand (www.tdemand.com)

TrueDemand Software is a pioneer in the development of integrated sales and supply chain solutions for retailers and suppliers. TrueDemand solutions take a single view of the supply chain from the retail shelf back to the manufacturer’s distribution center and integrate that view with the sales and customer replenishment capabilities of an organization to drive sales growth. TrueDemand’s solutions are the first of their kind built from the ground up to take advantage of the new demand and visibility signals and make that information actionable. By integrated planning and execution technologies together with predictive science, customers can not only better anticipate potential problems in the supply chain, but they can proactively and automatically remedy supply chain problems before they occur. TrueDemand customers include some of the world’s leading manufacturers. With offices in Los Gatos, California and Pune, India, visit www.tdemand.com for more information.

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