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TRUEDEMAND SOFTWARE TEAMS WITH IBM TO DELIVER INNOVATIVE SOLUTIONS FOR RETAIL

Validation Provides TrueDemand's Best of Breed Forecasting & Replenishment Suite for the Retail Industry

LOS GATOS, CA, September 25, 2006 – TrueDemand Software, Inc., a pioneer in the development of consumer driven supply chain applications, today announced that it has successfully completed validation of its Forecasting and Replenishment Suite on IBM Store Integration Framework, IBM's flexible, scalable Java™ 2 Platform, Enterprise Edition (J2EE), operating environment and componentized architecture, built for retail stores using industry-leading IBM middleware.

The IBM Store Integration Framework (SIF) enables retailers to quickly integrate IBM partner solutions into the On Demand Operating Environment. The Ready for IBM Retail Store Innovations Store Integration Framework initiative brings together platform-independent software vendors that deliver proven solutions designed and built for the retail industry. TrueDemand is the first forecasting, replenishment and execution application suite for retailers validated by IBM that takes advantage of all types of demand data, including new RFID data.

The TrueDemand Forecasting & Replenishment Suite provides retailers and manufacturers with a single integrated planning, execution, replenishment and execution management application. It is the industry's first network-based application that enables true consumer-driven supply networks. The solution features the industry's most sophisticated functionality for improving store replenishment and execution management, merchandiser task management and automatic out-of-stock identification and prediction. With TrueDemand's Forecasting & Replenishment Suite, retailers and suppliers are able to:

- Prioritize shelf replenishment to improve in-stock positions;
- Automatically identify, measure and predict Out-of-Stocks
- Improve in store perpetual inventories;
- Make precise out-of-stock predictions to improve store efficiency;
- Reduce overstock and remnant inventory; and
- Improve planning and execution of hot events, such as new product introductions, promotions or seasonal product events.

“TrueDemand’s vision has always been to provide a single application that helps automate and drive multiple replenishment and execution processes from the shelf back to the supplier to improve shelf in-stock positions. IBM’s SIF certification provides a solid foundation that enables us to rapidly and reliably deploy and generate value for our customers,” said Raymond Blanchard, vice president of business development for TrueDemand Software. “With SIF certification we’re ensuring that organizations who are utilizing IBM’s Retail framework can take advantage of our innovative applications, improve their time to value and reduce total cost of ownership. We look forward to working with IBM to deliver solutions that will enable retailers and manufacturers to create innovative new processes to improve in-stock positions and profitably meet their customers’ needs.”

Retailers have struggled to figure out how to extract value from the enormous volumes of real-time event information generated across the supply chain. With their forecasting and replenishment suite, TrueDemand has taken an important step towards maximizing the value of event-driven data for retailers by going beyond simple analytics in a solution that ties together the army of individuals who make up retailer replenishment processes. The TrueDemand application presents retailers with a single view of demand and inventory, integrating execution capabilities into the process. As a result, 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.

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.

For more information on IBM Retail solutions, please visit **www.ibm.com/retail**

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