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TRUEDEMAND SOFTWARE ACCEPTED INTO IBM SOA SPECIALTY

TrueDemand's Forecasting and Replenishment Suite Fully Supports IBM's SOA Foundation

Los Gatos, CA. – November 6, 2006 – TrueDemand Software, a pioneer in the development of forecasting and replenishment enterprise applications, today announced its acceptance to the IBM SOA Specialty after successfully completing IBM's rigorous SOA technical and business requirements. With this achievement TrueDemand's Forecasting and Replenishment Suite integrates with the IBM SOA Foundation, a single, integrated platform that combines the industry's top application server and integration capabilities to help retail companies and their suppliers solve business challenges.

The IBM SOA Specialty in the PartnerWorld for Industry Networks provides technical enablement and skills-building roadmap for partners who want to access the growing SOA market opportunity. For those business partners who achieve key milestones, the Specialty also provides SOA-specific marketing and sales benefits such as SOA Connection Events to meet directly with IBM SOA Sales specialists and discounted print advertising and telemarketing. IBM Sales Connections, a consultative service in the PartnerWorld Industry Networks, helps business partners close SOA deals quickly by connecting them with the relevant IBM SOA and local field sales team.

"SOA is an increasingly important requirement for suppliers and retail companies to reach business goals because of the business flexibility it enables," said Sandy Carter, vice president, SOA and WebSphere, IBM Software Group. "Building a close relationship with partners including TrueDemand helps us to ensure that our customers have the business and technical resources to successfully use an SOA to respond to rapidly changing business conditions."

"IBM's SOA capabilities enable us to rapidly build and integrate our composite applications into legacy applications, such as SAP or Oracle, reducing the total cost of ownership and time to value for our customers," said Karthik Mani, VP of Product Management for TrueDemand.

TrueDemand provides supply chain applications that manage the consumer driven supply chain from the store shelf back to the manufacturer distribution centers. The TrueDemand applications utilize demand signal information, including POS, RFID and retailer collaboration data to provide predictive analysis, actionable and profitability-driven tasks that help suppliers connect with consumers and improve on-shelf availability

with the lowest channel inventory. The solution features the industry's most sophisticated functionality for improving store replenishment and execution management, and for merchandiser store task management that enable automatic out-of-stock identification, prediction and management. 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.

“As retailers and manufacturers continue to develop increasingly sophisticated supply chain processes, they must ensure that their software solutions are flexible enough to power and enable innovative new business processes,” said Karthik Mani, vice president of product management at TrueDemand Software. “By meeting the IBM SOA Specialty requirements we’re ensuring that our suite meets the SOA architectural requirements, ensuring our customers will have consistent and standard data management platform. We look forward to working with IBM and other Open SOA organizations such as SAP and Oracle to ensure that our customers have the tools to translate their data into actionable processes that deliver tangible results.”

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.