

TrueDemand Software Expands Business in Bentonville, Arkansas

Company Expands Services to Wal-Mart Suppliers with New Office, Staff and the Appointment of Retail Industry Veteran Steve Schotta to the TrueDemand Advisory Board.

Los Gatos, CA – April 17, 2008 – TrueDemand Software, Inc., the leading provider of solutions that help consumer product companies lift sales at the shelf, announced today that it has expanded its presence in Bentonville, Ark., with a new office and the appointment of industry veteran Steve Schotta to its advisory board. The expansion will allow TrueDemand to better support its growing business opportunities and customer base in Bentonville – headquarters for Wal-Mart and Sam's Club.

"It is important for us to be close to our growing base of customers, the local Wal-Mart retail account teams," said TrueDemand CEO Eric Peters. "Opening an office in Bentonville is part of an ongoing effort to provide Wal-Mart suppliers with the support and tools necessary to improve their sales, replenishment and store merchandising capabilities. It is part of our mission to improve sales execution and help lift sales at the shelf."

The new office will be run by TrueDemand's local director of business development, Kari Nikolish, a sales executive with more than 15 years of experience in the consumer goods industry. The office is located at 2701 SE Otis Corley, Suite #1, Bentonville, Ark., 72712. The local phone number is: **(479) 439-0988.**

In addition, TrueDemand announced that Bentonville resident Steve Schotta is joining the TrueDemand advisory board. Schotta brings with him more than 35 years of senior-level sales and management experience in the consumer goods industry, including 26 years working for the Kimberly-Clark Corporation. He is co-founder and Executive Vice-President of Luma Vue, Inc., a new company pioneering the use of LED technology for sustainable lighting solutions, and the Executive Director of Doing Business in Bentonville, a "best practices" forum to address topics that are critical to the success of consumer goods companies with Wal-Mart and Sam's Club.

"TrueDemand is helping Wal-Mart's suppliers reduce out-of-stocks," said Schotta. "Through its technology, suppliers, retailers, and most importantly the customer will benefit. I'm privileged to be associated with such an innovative and quality company."

About TrueDemand

TrueDemand Software helps consumer products companies capture lost sales at the shelf. TrueDemand's breakthrough solution for account teams, in-store merchandising teams and sales executives enables customers to reduce out-of-stocks and to rapidly and accurately take actions that result in a sustainable lift in sales. TrueDemand is based in Los Gatos, California, with offices in Atlanta, Georgia, Bentonville, Arkansas, and Pune, India. For more information, please visit www.tdemand.com.

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