

TrueDemand Recognized in Readers' Choice Survey for Demand Data Analytics in Consumer Goods Technology Magazine

Los Gatos, CA, January 24, 2008 – TrueDemand Software, the leading provider of solutions that help consumer product companies lift sales at the shelf, today announced it was recognized in Consumer Goods Technology (CGT) magazine's Readers' Choice Survey for the second consecutive year. Specifically, TrueDemand was selected in the Demand Data Analytics category for the magazine's annual Readers' Choice 2008 issue.

Executed by an autonomous third-party firm on behalf of CGT, the annual Readers' Choice Survey analyzes responses from more than 150 consumer goods IT and business executives to determine the top ten providers in categories such as Supply Chain Planning, Supply Chain Execution, Trade Promotion Management, New Products Development and Introduction, Demand Data Analytics and more. The survey also determines leaders in Customer Experience and in the SMB market for each category. Results are published in the January 2008 edition of the magazine.

"TrueDemand's ranking is a reflection of the company's leadership and dedication to innovation in the consumer goods space," said Lori Castle, publisher, Consumer Goods Technology. "This recognition indicates that TrueDemand has been able to deliver consistent results for its customers and address their specific pain points."

Delivered as a software-as-a-service, TrueDemand's solutions leverage store-level sales, inventory, and product movement information, to predict retail shelf out-of-stocks and help prevent them through the use of tasks implemented collaboratively by suppliers and their retailers. TrueDemand's ability to deliver daily tasks directly to in-store merchandising teams and to bring store-level feedback directly to account teams as well as analyzing daily operations is a critical differentiator for the company.

“This recognition reinforces the value our customers continue to receive from the TrueDemand solutions,” said Eric Peters, CEO of TrueDemand. “Consumer goods companies compile enormous amounts of data about their products on a daily basis and need tools to help them understand that information and allow them to take immediate actions in order to drive sales performance. We are able to provide immediate benefits to our customers and have a proven track record of helping them lift sales at the shelf.”

About TrueDemand

TrueDemand Software helps retailers and their suppliers capture lost sales at the shelf.

TrueDemand’s breakthrough software-as-a-service solution for account teams, in-store merchandising teams and sales executives enables consumer product companies 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, and Pune, India. For more information, please visit www.tdemand.com.

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Contact:

Alicia Libucha

Lois Paul & Partners

781-782-5703

alicia_libucha@lpp.com