



Contact:

Alicia Libucha
Lois Paul & Partners
781-782-5703
alicia_libucha@lpp.com

FOR IMMEDIATE RELEASE

TrueDemand Software Helps Consumer Goods Companies Meet Holiday Season Sales Goals

On demand solution provides daily demand insight and targeted recommendations during critical holiday retail season.

Los Gatos, CA, September 12, 2007 – TrueDemand Software today announced an offering to help retail sales for consumer goods companies during the busy holiday season. The offer includes TrueDemand’s Account Team Management solution delivered “on demand” as a subscription service, and weekly consultations with TrueDemand’s team of store operations analysts for unparalleled insight and targeted recommendations. To take advantage of the offer, companies can register on the TrueDemand web site (www.tdemand.com) by October 15, 2007.

“Consumer goods companies know how critical it is to have flawless sales execution, especially in the fourth quarter,” said Eric Peters, CEO of TrueDemand. “Unfortunately, this is the time of year when the industry sees a dramatic rise in out-of-stock situations and poorly executed promotions and new product introductions. With this offer, TrueDemand is providing companies with an easy-to-use, proven solution to capture lost sales and end the season on a high note.”

As part of the offering, companies will have access to the TrueDemand Account Team Management solution. The solution, delivered as a subscription service, helps companies lift sales by improving the efficiency of the “last mile” of the consumer goods supply chain by providing key analytics to improve the effectiveness of sales teams, account teams and in-store operations. For example, if a consumer goods company was launching a holiday promotion, the TrueDemand solution helps them maximize product availability, improve forecast accuracy and ultimately improve the execution of the promotion across a network of retail stores.

As a result, TrueDemand can help companies lift their sales and capture additional revenue opportunities.

Details on the TrueDemand offering include:

- 3 month access to TrueDemand Account Team Management solution
- Software delivered as a service
- Accelerated account activation and priority technical support
- Weekly consultation with TrueDemand store operations analysts

More details about TrueDemand's holiday season solution for consumer goods companies can be found at www.tdemand.com/Q4 or by calling 408-399-1924.

About TrueDemand

TrueDemand Software helps consumer goods companies capture lost sales at the point of demand, when consumers make choices at the shelf. TrueDemand's sales operations, account team management and store operations solutions rapidly and accurately identify the root causes of sales suppression to help sales organizations increase visibility, accelerate productivity, and target actions for results. TrueDemand is based in Los Gatos, California, with offices in Atlanta, Georgia and Pune, India. Visit www.tdemand.com.

###