TrueDemand and Vision Chain Announce Integrated Solution for Consumer Products Industry

Joint customer Kimberly-Clark is first to benefit from the combination of role-based workflow and a demand signal repository to drive sales planning and performance

Los Gatos, CA, and Washington, D.C., March 5, 2008 – TrueDemand Software, Inc., the leading provider of solutions that help consumer products companies lift sales at the shelf, and Vision Chain, the market share leader in demand signal repository (DSR) software, today announced that joint customer Kimberly-Clark Corporation (NYSE: KMB) is the first to use their integrated solution for demand-driven retail sales analytics and execution. The combined solution brings together TrueDemand's software-as-a-service suite for retail sales execution with Vision Chain's award-winning DSR platform.

Together, the integrated capabilities of both solutions enable Kimberly-Clark and other consumer products manufacturers to make effective day-to-day retailer-specific sales execution decisions while also improving the depth and breadth of analytics available for more accurate long-term plans. With TrueDemand and Vision Chain, major retail account teams will have access to cleansed, harmonized data encompassing years of historical sales information by item for each store location as well as daily, store-level inventory and sales data.

"Kimberly-Clark is a great example of how our mutual customers can benefit from the integration of TrueDemand and Vision Chain," said Eric Peters, CEO of TrueDemand. "Savvy consumer products companies want to have a fact-based dialogue with their retailers to take appropriate actions in the store to lift sales. Together, TrueDemand and Vision Chain support store merchandising teams with the information they need."

"We are excited to lend our best-in-class DSR to TrueDemand's automated out-of-stocks workflow," said Paul Beduhn, President and CEO, Vision Chain. "Kimberly-Clark will obtain a deeper understanding of consumer behavior at the store level and a means to rapidly execute specific actions such as correcting an out-of-stock situation," he added.

About TrueDemand

TrueDemand Software helps consumer products companies 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 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.

About Vision Chain

Vision Chain, Inc. is the market leader in demand signal repository software that powers decisions using demand data for the world's largest consumer products companies. Vision Chain is the number one choice among sales, marketing and supply chain personnel for creating a single, centralized source of point-of-sale, inventory, and radio frequency identification data to drive retail product sales. Clients include The Dannon Company, General Mills, Hasbro, H.J. Heinz, Mead Johnson Nutritionals, Schering-Plough Corporation and The Scotts Miracle-Gro Company, to name a few. For more information, visit www.visionchain.com.

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