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**TrueDemand Announces Availability
of TrueDemand Promotion Execution Management Application,
Achieves “SAP® xApps™ Certified” Status**

*Integration with SAP NetWeaver® AS Enables Retail Suppliers to Increase Sales from
Product Promotions*

LOS GATOS, CA, April 23, 2007 – TrueDemand Software, Inc. today announced the availability of the TrueDemand Promotion Execution Management (TPEM) packaged composite application. The application, which integrates seamlessly with the SAP NetWeaver® Application Server (SAP NetWeaver AS) component of the SAP NetWeaver platform, enables retail suppliers to increase promotion effectiveness and boost sales. TrueDemand Promotion Execution Management 2.1 has also achieved “SAP® xApps™ Certified – Powered by SAP NetWeaver” status. TrueDemand achieved SAP certified integration by demonstrating that its packaged composite application meets all of the technical and business criteria established by SAP for its SAP xApps Certified status.

The TrueDemand Promotion Execution Management composite application provides actionable intelligence and recommendations throughout the entire promotions process. Prior to a promotion event, the application provides targeted store allocations and recommended store orders of promoted products. During the course of a promotion, TPPEM via integration with mySAP™ ERP, enabling rapid ordering of additional promotional products for second wave shipments if needed, sales-floor execution of promotions at the retail site, and timely intervention to maximize sell-through. The application also makes prioritized merchandiser task management recommendations to enable them to have the biggest impact on sales. Following a product promotion event,

TPEM provides post-promotion analysis to determine standardized best practices and plans for specific retail locations, products and categories.

“Through SAP xApps Certified status of the TrueDemand Promotion Execution Management composite application, we can provide retail suppliers with an unprecedented level of control and execution capability over product promotions before *and* during events,” said Raymond Blanchard, vice president business development, TrueDemand. “This ultimately results in increased sales and market share – a winning situation for retail suppliers, retailers and customers.”

TrueDemand Promotion Execution Management incorporates promotion calendar information and product movement data, including RFID, logistics data and enterprise master data, to create recommendations for suppliers and retailers that will result in increased sales and promotion effectiveness. Information generated and analyzed by the application, including retail store and retail distribution center orders, are integrated with mySAP ERP, enabling retail suppliers to efficiently execute orders in order to achieve promotion goals.

“SAP xApps Certified solutions such as TrueDemand Promotion Execution Management enable continuous business innovation and provide customers with the flexibility to respond quickly and profitably to business change, while leveraging and protecting existing IT investments,” said Kevin Ichhpurani, global vice president, Business Development and Strategic Alliances, SAP. “By certifying solutions that complement the SAP xApps family of composite applications, we continue to deliver to our customers innovative and flexible solutions built on SAP NetWeaver that provide end-to-end business processes for solving concrete business problems.”

Through SAP xApps Certified status, partners and ISVs like TrueDemand deliver on the promise of enterprise service-oriented architecture (enterprise SOA) following the principles and standards of SAP’s composite architectural guidelines. Composite applications that are certified by the SAP Integration and Certification Center reuse, integrate and orchestrate

functionalities from existing application assets in the context of an enterprise SOA, with only selective development of new functionality where needed to fill gaps. A composite application provides new application functionality, supports analysis followed by action (other than mere read-only views), and enables the execution of business processes from start to finish. It has the potential of repeatable deliveries to multiple customers.

About TrueDemand (www.tdemand.com)

TrueDemand Software helps suppliers and retailers increase sales by reducing retail shelf Out-of-Stocks. 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.

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