

TrueDemand Software Named to Supply and Demand Chain Executive 100

*Leading publication recognizes TrueDemand's innovative solution for helping
consumer goods manufacturers lift sales at the shelf.*

Los Gatos, CA – July 30, 2008 – TrueDemand Software, the leading provider of solutions that help consumer goods companies lift sales at the shelf, was selected by the editors of Supply & Demand Chain Executive Magazine for inclusion in the "Supply & Demand Chain Executive 100" announced today. Companies featured in the list are recognized for their innovation in helping transform the supply and demand chains for companies worldwide.

"Managing supply chain execution down to the store shelf is one of those core capabilities that define market leaders in the consumer goods industry, and TrueDemand is proud to be recognized for innovative solutions that help our customers make this a sustainable competitive advantage," said Eric Peters, CEO of TrueDemand.

"Our goal with this year's '100' is to highlight a broad range of solutions and services targeted at a variety of industries, addressing the needs of companies of varying sizes, and assisting in the transformation of a diverse mix of the functions that make up the supply chain," said Andrew K. Reese, editor of Supply & Demand Chain Executive.

Based on submissions to the "100" from end users and solution providers, the magazine's judging committee compiled the list of leading supply and demand chain innovators. Final recipients are featured in the cover story of the June/July 2008 issue of Supply & Demand Chain Executive, as well as online at www.SDCExec.com/SDCE100.

About TrueDemand

TrueDemand Software helps consumer goods companies capture lost sales at the shelf. TrueDemand's breakthrough solution for market execution enables retail account teams to forecast demand, reduce out-of-stocks and to rapidly take actions that result in a sustainable lift in sales. TrueDemand is based in Los Gatos, Calif., with offices in Atlanta, Ga.; Bentonville, Ark.; and Pune, India. For more information, please visit tdemand.com.

About Supply & Demand Chain Executive

Supply & Demand Chain Executive is the executive's user manual for successful supply and demand chain transformation, utilizing hard-hitting analysis, viewpoints and unbiased case studies to steer executives and supply management professionals through the complicated, yet critical, world of supply and demand chain enablement to gain competitive advantage. On the Web at www.SDCExec.com.