

-- MEDIAALERT --

## TrueDemand Software To Host Free Webinar for Consumer Goods Sales and Supply Chain Executives

*Speakers from ConAgra Foods and AMR Research to share research and insights about how a focus on execution can deliver sustainable competitive advantages in a tough economy.*

- Title:** The Execution Advantage:  
*How leading consumer goods companies are improving operational performance and responsiveness to drive sales at the shelf*
- When:** Wednesday, Oct. 8, 2008  
9 a.m. Pacific / 12 p.m. Eastern
- Who:** In addition to executives from TrueDemand, speakers will include:
- Lora Cecere, Research Director for Consumer Products, AMR Research
  - Karen Waller, Director of Customer Service, ConAgra Foods
- What:** Part of the TrueDemand webinar series, this event will review the findings of recent industry research about how consumer packaged goods (CPG) companies can benefit from a focus on better execution down to the store level to drive sales. It will explore the concept of “market execution,” and the ways CPG manufacturers are leveraging more accurate demand data and more responsive sales and supply chain processes to succeed. The webinar will last one hour.
- Registration:** <http://www.bostonconferencing.com/truedemand/8>
- Replay:** A replay of the webinar will be available in the TrueDemand Resource Center following the broadcast.

### **About TrueDemand**

TrueDemand Software helps consumer goods companies capture lost sales at the shelf. TrueDemand’s breakthrough solution 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](http://TDemand.com).