

TrueDemand Software Expands Operations in Bentonville

Company's rapid growth leads to new office space, additional headcount, strong commitment to local community.

Bentonville, AR – February 12, 2009 – Nine months after first opening a regional office in Bentonville, Ark., TrueDemand Software, the leading provider of solutions for retail supplier account teams, is expanding local operations by doubling the number of employees, relocating to new, larger offices and taking an active role in the Bentonville and Rogers Chambers of Commerce.

TrueDemand, based in Los Gatos, Calif., provides software and services that help retail suppliers lift sales while improving store operations, replenishment and supply chain business processes. In 2008, the company opened an office in Bentonville to better support its growing customer base of Walmart suppliers with local operations. The new offices are located at:

2703 Otis Corley, Suite #21
Bentonville, Ark. 72712.

The local phone number remains (479) 271-7255.

"The growth of our business in Northwest Arkansas has exceeded expectations," said Eric Peters, CEO of TrueDemand. "In this economy, Walmart suppliers are telling us they need our solutions more than ever, so we are expanding our local presence to accommodate a sharp uptick in interest we are seeing in the market."

In addition to TrueDemand's new office, the company has expanded operations by:

- More than doubling local headcount with the addition of experienced sales and services representatives
- Becoming an active member of the Bentonville and Rogers Chambers of Commerce
- Sponsoring the popular "Doing Business in Bentonville" speaker series for the second year in a row
- Co-hosting a holiday charity fundraiser with Sharing & Caring of Benton County

"We're excited the Walmart supplier community has embraced the TrueDemand solution," said Kari Nikolish, TrueDemand's director of business management for Northwest Arkansas. "It's extremely gratifying to watch momentum for the product build. In turn, we are so pleased to have sponsored events during the last few months that give back to the community we serve."

About TrueDemand

TrueDemand Software helps leading CPG manufacturers and their retail account teams lift sales at the shelf. TrueDemand generates daily item and store level demand forecasts that identify problems at the shelf and in the retail and manufacturer distribution centers that lead to lost sales and excess inventory in the supply chain. TrueDemand generates actionable tasks for store operations, replenishment and supply chain personnel to balance inventory needs with a desire to maximize sales and shelf availability in the retail store. TrueDemand is based in Los Gatos, Calif., with offices in Bentonville, Ark.; and Pune, India. For more information, please visit TDemand.com.

Contacts

- Kevin Brooks, 408-399-1924 x249; media@TDemand.com
- In Bentonville: Kari Nikolish, (479) 271-7255; kari.nikolish@TDemand.com