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TrueDemand Software Recognized as Leader in Demand Analytics for Consumer Goods Manufacturers

(Jacksonville, Fla., April 20, 2010) – **TrueDemand Software**, the leading provider of solutions for consumer goods manufacturers' retail account teams, was recognized once again for its excellence in demand analytics by the 2010 *Consumer Goods Technology Magazine* Readers' Choice Survey. This is the fourth year in a row that TrueDemand has been recognized among the top providers in the category of demand data analytics.

"This award is an honor, and it's another testament to Acosta's commitment to provide clients with unmatched value and insight through demand analytics," said Acosta's Chief Marketing Officer Ramin Eivaz.

Key capabilities of the TrueDemand solution include:

- * Automatically detecting and predicting out-of-stock items at the store shelf on a daily basis
- * Creating a daily demand forecast at the distribution center and store level
- * Correcting inaccurate inventory levels in stores
- * Improving the effectiveness of store operations activities
- * Measuring sales execution and performance across multiple retailers

"Our ability to offer a differentiated experience, in addition to advanced solutions, makes TrueDemand outstanding in the industry," said TrueDemand Co-Founder Eric Peters. "Through our partnership with Acosta, TrueDemand continues to innovate and extend the value of its solutions with guidance from its customers and leading retailers."

About TrueDemand

[TrueDemand](#) is a leader in providing solutions that help manufacturers lift sales at the shelf. The TrueDemand software helps reduce out-of-stocks, manage inventory, improve promotion effectiveness and new product launches, and improve forecast accuracy through award-winning science and superior customer experience. The solution automatically monitors daily sales performance and provides specific recommendations for correction. Acosta Sales & Marketing acquired TrueDemand Software in December 2009.

About Acosta Sales & Marketing

[Acosta Sales & Marketing](#) is a leading full-service sales and marketing agency providing outsourced headquarter sales, retail merchandising, marketing, and customer support services to manufacturers in the consumer packaged goods industry. Headquartered in Jacksonville, Fla., Acosta has more than 15,000 associates and operates throughout the U.S. and Canada.

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