



FOR IMMEDIATE REALEASE

Bristlecone President and CEO Named a 2008 Pro to Know

Editors of Supply & Demand Chain Executive Release Annual List of Industry Leaders

MILPITAS, CA--(MARKET WIRE)--Apr 17, 2008 -- Bristlecone, one of the industry's most trusted supply chain business advisors and solution providers, today announced that president and CEO Ashok Santhanam has been named a 2008 "Provider Pro to Know" by the editors of Supply & Demand Chain Executive. Santhanam's nomination highlighted his visionary approach to helping clients use supply chains as a strategic tool to increase profit, improve efficiency and competitiveness.

Supply & Demand Chain Executive Pros to Know is a listing of individuals from software, consulting and analyst firms who have personally helped clients build their 21st century supply chains. Finalists were selected based on their unique tools and processes to help guide clients towards their vision for a 21st century supply chain.

"I am honored to be recognized as part of this outstanding group of industry leaders," said Ashok Santhanam, President and CEO of Bristlecone. "At Bristlecone we pride ourselves on our laser focus on supply chain consulting, and the resulting, unique ability to guide our clients towards best practice scenarios, enabling them to operate at peak performance."

"By turning the spotlight onto these outstanding Practitioner Pros to Know, we are not only recognizing their accomplishments but also offering them as role models for other executives looking to take their own organizations to a higher, more strategic level within the enterprise," said Andrew K. Reese, editor of Supply & Demand Chain Executive. "Ashok Santhanam is truly a 'Pro to Know.'"

The full listing of the 2008 "Pros to Know" is available in the February/March 2008 issue of Supply & Demand Chain Executive magazine and on the Supply & Demand Chain Executive Web site at www.SDCExec.com.

About Bristlecone

Bristlecone (www.bcone.com) is a leading consulting and systems integration firm focused on helping clients maximize the strategic value of their supply chains. Across over 100 engagements ranging from supply chain strategy and network design to supply chain system implementations, Bristlecone clients have realized the promise of the Bristlecone Advantage: value through focus; first-hand, real world experience; focus on business results; rapid time to

value; and full accountability through fixed fee/fixed time service delivery. Headquartered in Silicon Valley, CA, Bristlecone helps clients across North America, Europe and the Asia/Pacific regions realize high business impact from improved supply chain planning, sourcing, execution, analytics, and data management, and has been continually acknowledged by industry analysts as a leader in solutions for the extended supply chain. Bristlecone clients include globally recognized companies such as ABB, Applied Materials, BP, Exxon/Mobil, Freescale Semiconductor, Georgia Pacific, HP, LSI, Mahindra & Mahindra, Nike, Qatar Petroleum, Petronas, Ranbaxy, Silicon Labs, Sony, Unilever and Whirlpool. For more information please visit www.bcone.com.

About Supply and 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.

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