



FOR IMMEDIATE RELEASE

Bristlecone Appoints Sanjay Bonde as Vice President, Europe

London, UK – October 22, 2007 – Bristlecone, one of the industry’s most trusted supply chain business advisors and solution providers, today named Sanjay Bonde as Vice President, Europe. Sanjay will be responsible for all aspects of Bristlecone’s business across Europe, including sales, marketing, alliances, client engagement management and client satisfaction. He will relocate to Bristlecone’s European headquarters in London from the corporate office in California’s Silicon Valley.

Prior to this assignment, Bonde was Vice President of Corporate Development responsible for driving the execution of Bristlecone’s business strategy. Before joining Bristlecone, Sanjay held various positions at Mahindra and Mahindra Ltd. (M&M), most recently as General Manager responsible for coordination of the company's strategic planning activities and other corporate projects and initiatives.

“Sanjay has played a vital role in driving our business initiatives with success in the last year,” said Ashok Santhanam, president and CEO of Bristlecone. “Sanjay’s rich global business experience and absolute commitment to client success will be essential to our growing our European business.”

“Our European operations are poised to address the considerable need for supply chain consulting leadership in Europe,” said Sanjay Bonde. “In working with European companies, our laser sharp focus on supply chain and our global team of supply chain professionals with real world experience has given us instant credibility in a market looking for help in streamlining complex supply chains. I look forward to working with our clients in Europe to deliver high impact supply chain benefits that make them global successes.”

Sanjay will be joined by Srinivas Rao as Director of Sales and Mohan Abhyankar as Client Partner for Europe. Srinivas Rao has over 17 years of experience in sales and consulting of enterprise software and services, including, most recently, nine years at SAP where he was a Regional Director and added over 500 new customers to the SAP installed base. Mohan Abhyankar will lead Bristlecone’s European team of engagement managers and expert supply chain consultants, and has almost 20 years hands-on experience in procurement and manufacturing functions. He has also managed several large ERP and SCM implementations.

About Bristlecone

Bristlecone, (www.bcone.com) is a leading consulting 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, Exxon/Mobil, Freescale Semiconductor, HP, Mahindra & Mahindra, Nike, Qatar Petroleum, Ranbaxy, Silicon Labs, Sony, Unilever and Whirlpool. For more information please visit www.bcone.com

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