



FOR IMMEDIATE RELEASE

Bristlecone Named a Supply and Demand Chain Executive 100 Company

Editors of SDCE Honor Bristlecone for 2nd Consecutive Year

Milpitas, CA – August 6, 2008 – Bristlecone, one of the industry’s most trusted supply chain business advisors and solution providers, today announced that it has been named a Supply and Demand Chain Executive 100 company for 2008. This is the second consecutive year the company has been honored by the influential supply chain industry publication. Bristlecone was selected based on its leadership and innovation in supply and demand chain consulting.

“We are delighted to be recognized by this esteemed publication as a supply chain management innovator,” said Ashok Santhanam, President and CEO of Bristlecone. “At Bristlecone we pride ourselves on providing cutting edge strategies and solutions to help our clients create agile and adaptable supply chains for strategic advantage in an increasingly competitive and constantly evolving marketplace.”

In this year’s list, *Supply & Demand Chain Executive* identified leading providers of supply chain services and technologies who are at the forefront of innovation. Based on submissions to the "100" from end users and solution providers, the judging committee, which included the editorial staff of the magazine, in conjunction with the editorial advisory board, selected the 100 leading supply and demand chain innovators.

The full listing of the 2008 Supply and Demand Chain Executive 100 will be available today in the July/August issue of the *Supply & Demand Chain Executive* magazine and on the *Supply & Demand Chain Executive* Web site at www.SDCEexec.com.

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, 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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Media Contact:

Amanda Orr

aorr@kickstartconsulting.com

202-248-6766