

NEWS RELEASE

For Immediate Release

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One Network Announces Demand Driven Distribution Solution

*Next-Generation Solution For CPG Manufacturers Lowers Operating Costs
And Improves Service Level Delivery*

Dallas – October 24, 2007 – One Network Enterprises, the pioneer of innovative solutions for managing Demand Driven Supply Networks, today announced the release of the industry's first **Demand Driven Distribution** network-based application suite. This next-generation solution provides manufacturers with a powerful solution that improves planning, visibility, collaboration, transaction management and performance measurement across the end-to-end value chain, spanning retailers, suppliers and transportation vendors.

The Demand Driven Distribution application suite is part of One Network's Demand Driven solution architecture that also includes advanced Replenishment and Transportation applications. The proven solution, in use by over 2,200 customers, provides a unified global network for multi-enterprise planning, visibility, collaboration and transaction management. Long-standing functional, organizational and geographic silos are eliminated as trading partners share common data, workflows and policies, optimizing mission-critical replenishment and fulfillment processes. Most importantly, advanced sense-and-respond capabilities monitor both demand changes and supply disruptions on a real-time basis and automatically adjust execution capacities to reduce stockouts, latency and inventories.

The key capabilities of One Network's application suite include:

- **Distribution Planning:** Simultaneously optimize and monitor replenishment, inventory, capacity and transportation functions.
- **Replenishment and VMI:** Our global network provides the backbone for collaboration across trading partners into demand, orders, inventories and shipments.
- **Transportation Management:** Distribution and Transportation processes are tightly integrated with advanced capabilities and existing connectivity to one of the industry's largest carrier base.
- **ONE Global Technology Infrastructure:** All applications are delivered on the industry's first platform designed to manage multi-company transportation operations, enabling rapid integration with critical replenishment and fulfillment functions across the trading community. Complete multi-company visibility, collaboration and transaction management improves service level delivery, lowers costs and eliminates latency.
- **ONE Software Development Kit (SDK):** All applications can be easily modified or new applications can be built to meet needs of a multi-tier value chain using our innovative development toolset.
- **ONE Global Transaction Network:** One Network's solutions unite the end-to-end distribution trading partners into a high performance global trading network that delivers real-time visibility and collaboration capabilities, improving process effectiveness and lowers IT costs.

About One Network Enterprises, Inc.

One Network Enterprises is a technology innovator and pioneer of the next-generation solutions that significantly improve value chain performance. The company provides robust applications for Replenishment, Distribution and Transportation Management, built on a powerful multi-enterprise software infrastructure and delivered via a highly scalable global network. One Network solutions are used by over 2,000 companies in the retail, consumer goods, high technology and government markets and manages over \$150 billion in global trade. The company is based in Dallas, Texas and has offices in the United States and Europe. For more information, please call **+1 972-385-8630** in the US, **+44 20 7244 7789** in the UK or visit **www.onenetwork.com**.