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CAS DRIVES AGGRESSIVE COMPANY EXPANSION WITH KEY GLOBAL INITIATIVES

*New Senior Management Appointments and Strategic Program Offerings
Bolster Market Penetration and Growth in 2H 2008 and Beyond*

ORLANDO, FL, CONSUMER GOODS TECHNOLOGY CONFERENCE 2008, SYDNEY, AUSTRALIA, KAISERSLAUTERN, GERMANY – October 20, 2008 – CAS, the leading global provider of demand side management solutions for the consumer products industry, today announced the successful completion of several key initiatives for the company, focused upon expansion and building momentum globally. CAS' announcement was made in conjunction with the Consumer Goods Technology Conference 2008, in Orlando, Florida.

“CAS has undertaken several strategic measures and made significant investments to build the company and capitalize on its true market potential,” said Stefan Joneck, Global CEO and Founder, CAS. “By fueling this growth, we have further underscored our commitment to providing best in class solution offerings and best of breed partners. The end result – rapidly enhanced business value for our clients.”

Today's news signifies the completion of a series of significant changes for CAS. In June, CAS appointed Todd Fryburger as CEO of CAS Americas. Since then, Fryburger has built an executive team comprised of seasoned industry veterans, most recently appointing Scott McKenzie as vice president of Sales, and Davis Bennett as vice president of Services. CAS has also appointed six new global account managers, each with an average of 23 years of experience in enterprise software sales and the CPG market.

“CAS has demonstrated significant momentum in the latter half of this year, and has set the stage for an even more impressive 2009,” said Todd Fryburger, CEO, CAS Americas. “Our software products help customers to build and empower their global brands. This objective is even more critical against the backdrop of global economic challenges, where industry growth will be elusive for the foreseeable future. Therein, CAS has amazing potential energy, both here in the Americas and globally. We look forward to a successful year ahead as we continue to execute our strategic vision and generate demand, enhance growth, and capitalize on the opportunities to drive business value for our CPG clients.”

In addition to hiring key senior leaders, CAS has also announced several key strategic initiatives for the company, including the launch of CAS Global Services and the CAS Global Alliance Program. “Unlike traditional software companies that are solely focused upon securing the software transaction, CAS is focused on customer success,” Joneck said.

Leveraging over 23 years of consumer goods experience and enterprise software expertise, CAS Global Services will bring together the company’s best practices, methodologies, award-winning solutions and seasoned consulting, training and support resources to help customers to speed implementation time, drive business results and enhance predictability throughout the entire project lifecycle.

Through the Global Alliance Program, CAS will collaborate with business process, technology, and consulting partners to integrate strategies, consumer products expertise, methodologies, best practices and training programs, designed to deliver speed, precision and results. This worldwide program will also include formalized technology and consultant certification, as well as joint marketing opportunities for alliance program participants.

About CAS

CAS is the leading, global provider of Demand Side Management solutions for the consumer products industry. With more than 23 years of industry-specific experience, CAS has unrivalled expertise in delivering solutions that manage profitable growth across the customer-facing enterprise. To enable this, their CPWerx™ solution supports a multi-level architecture of transactional, analytical and optimization technology. By supporting closed loop business processes, CPWerx delivers integrated solutions to meet the most demanding requirements of the industry – including Trade Promotion Management, Field Sales Management and Category Management. CAS customers include leading consumer products companies around the world, such as Beiersdorf, Campbell Soup Company, Coty, Danone, Dr. Oetker, Electrolux, Heineken, Henkel, InBev, and Molson Coors. CAS has global headquarters in Germany and offices in North America, Europe, Asia and Australia. For further information please visit www.casrealresults.com.

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