



FOR IMMEDIATE RELEASE

Press Contact:

Carol Edwards

Ruder Finn

Phone: 212-593-5858

Email: edwardsc@ruderfinn.com

CAS LAUNCHES GLOBAL ALLIANCE PROGRAM

CAS Aims to Fuel Growth Plans through Strategic Partnerships and Deliver Enhanced Business Results to Customers

ORLANDO, FL, CONSUMER GOODS TECHNOLOGY CONFERENCE 2008, SYDNEY, AUSTRALIA AND KAISERSLAUTERN, GERMANY – October 20, 2008 – CAS, the leading global provider of demand side management solutions for the consumer products industry, today announced the launch of the CAS Global Alliance Program. Leveraging over 23 years of consumer goods experience and enterprise software expertise, the CAS Alliances Program will bring together the company’s best practices, methodologies, award-winning solutions and seasoned consulting, training and support resources to help alliance partners to speed implementation time, drive business results and enhance predictability throughout the entire project lifecycle around the world. CAS’ announcement was made in conjunction with the Consumer Goods Technology Conference 2008, in Orlando, Florida.

“This new program, coupled with the launch of CAS Global Services, positions CAS to set a new standard for the delivery of enterprise solutions in the consumer products market,” said Stefan Joneck, Global CEO and Founder, CAS. “CAS is committed to developing and maintaining strategic relationships with the world's leading business and technology companies. Each of our partners will help us to expand the CAS eco-system, but perhaps more importantly, they share our dedication to help our customers realize the business value they envisioned when they chose to invest in our products.”

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. The program will also include formalized technology and consultant certification, as well as joint marketing opportunities for alliance program participants.

“This program is all about delivering value to the customer,” said Todd Fryburger, CEO, CAS Americas. “Being a CAS Alliance Partner is the hallmark by which our customers can be assured they are working with the industry’s best, who clearly share our passion for customer success.”

“The Global Alliance Program will provide CAS and Microsoft with a great vehicle for working together to define best practices and solutions that help our consumer goods customers market more effectively in today’s

digital environment,” said Ted Combs, Worldwide Managing Director for Consumer Goods at Microsoft. “By substantially extending Microsoft’s long-standing partnership with CAS, this program strengthens our commitment to help consumer goods manufacturers to connect with retail customers and become an important part of the connected shopper experience by empowering them to more effectively innovate and deliver products that meet consumer demands.”

CAS also today announced the launch of its CAS Global Services Division to provide services offerings that speed implementation time, drive business results and enhance predictability throughout the IT project lifecycle.

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.

###