



empower your brands

PRESS RELEASE

CAS Rated With The Highest Possible Rating By Leading Industry Analyst Firm In Its Annual MarketScope For Sales Force Automation In The Consumer Goods Industry

November 30, 2007

Kaiserslautern – CAS, the world's leading provider of Demand Side Management (DSM) solutions today announces that they were rated with the highest possible rating, “Strong Positive” in the annual MarketScope for Sales Force Automation in the Consumer Goods Industry, 2H07, published by Gartner. “We are proud to receive Gartner’s highest rating for this segment. We believe it is proof positive that our team, product and vision are closely aligned with the needs of our customers and the market” said Stefan Joneck, CEO of CAS.

The Market Scope analyzes the state of sales force automation for the consumer goods industry across all vendors serving the market that meet the Gartner criteria. According to Gartner, Consumer Goods Sales Force Automation enables the 5 key selling processes that are unique to the Consumer Goods industry: Category Management, Customer Planning and Trade Promotions Management, Volume Planning, Retail Execution and Monitoring and Settlement. CAS received the highest rating possible of “strong positive”. According to the report, “A company with a “strong positive” rating is defined as a provider of strategic products, services or solutions. Consumer Goods companies looking for a component of Sales Force Automation should consider such a vendor as a strong strategic choice.”

CAS through its solution suite, CPWerx, provides integrated DSM solutions for Consumer Goods manufacturers including Trade Promotion Management, Category Management, Customer Service and extensive Field Sales Management and Execution. CAS has expanded CPWerx to include a fully integrated Trade Promotion Optimization capability demonstrating the execution of its longer term vision in Demand Side Management.

“We have worked very hard to become the global leader in providing software solutions and services that empower our customers to profitably grow their brands” say Joneck. “We are also committed to work even harder to keep our customers satisfied and to remain the global leader in providing Demand Side Management solutions to the Consumer Goods industry.”



PRESS RELEASE

empower your brands

CAS

CAS is the world's leading provider of Demand Side Management solutions for the consumer products industry. With over 20 years of industry-specific experience, CAS offers unparalleled expertise in the provision of solutions for driving profitable brand growth. The CPWerx solution supports transactional, analytical, and optimizing process components. The integration of Closed Loop business processes allows CPWerx to support all sales and marketing requirements. Keywords here include Trade Promotion Management, Field Sales Management, and Category Management. CAS customers include leading consumer product companies across the globe, including Beiersdorf, Campbell Soup Company, Coty, Danone, Dr. Oetker, Electrolux, Henkel, InBev, Karlsberg, Kraft Foods, and Molson Coors. CAS headquarters are located in Germany, with subsidiaries in Europe, USA, Asia, and Australia. Further information is available at www.cas.com.

###

CAS Media Relations:

Andrea Schatz

Marketing Manager

+ 49 (0) 631 303 3740

andrea.schatz@cas.com

CAS and CPWerx are trademarks of CAS GmbH. Other names of goods or services mentioned are trademarks belonging to the relevant owner.

The MarketScope is copyrighted 2007 by Gartner Inc. and is reused with permission. The MarketScope is an evaluation of a marketplace at and for a specific time period. It depicts Gartner's analysis of how certain vendors measure against criteria for the marketplace, as defined by Gartner. Gartner does not endorse any vendor, product or service depicted in the MarketScope, and does not advise technology users to select only those vendors with the highest rating. Gartner disclaims all warranties express or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.