



FOR IMMEDIATE RELEASE

CAS Establishes New Supervisory and Management Boards; Sets the Stage for Continued Global Growth

CAS RESTRUCTURES FROM GmbH TO AG COMPANY STATUS

KAISERSLAUTERN, GERMANY, ATLANTA, GA and SYDNEY, AUSTRALIA – November 18, 2008

– CAS AG, the leading global provider of demand side management solutions for the consumer products industry, today announced it has restructured the Company from GmbH (Gesellschaft mit beschränkter Haftung) to an AG (Aktiengesellschaft) status. Under the terms of German legal requirements for an AG company status, CAS has, amongst other things, developed and established a Supervisory Board, a Management Board and new company shareholder classifications. CAS has now fulfilled all of these requirements.

“Today’s announcement marks a significant milestone for CAS,” said Stefan W. Joneck, Global CEO of CAS. “Throughout CAS’ twenty-three year history, we have developed a strong reputation and heritage as the leading demand side management solutions company for the consumer goods industry. CAS’ decision to restructure the company’s status as an AG further underscores our strategic vision, industry leadership, commitment and dedication to our customers, partners and employees as we continue to enhance our solutions and services offerings, grow our teams and operations globally, and prepare the company for future transactional ventures.”

As part of fulfilling the requirements of the AG company status, CAS has nominated the following industry leaders to its Supervisory Board:

- **Senator e.h. Klaus-Dieter Laidig (Chairman of the Supervisory Board):** A senior executive with a long career ranging from banking to a successful leader with Hewlett Packard. He was responsible for developing the company's commercial computer business in Europe and was a Geschäftsführer of Hewlett-Packard Germany. Among other Board appointments, Mr. Laidig was a member of the SAP Supervisory Board from 1996 until 2003. Today, Klaus-Dieter Laidig is a managing partner of Laidig Business Consulting GmbH.
- **Senator e.h. Dr. h.c. Hans-Werner Hector:** Was a co-founder and member of the Board of Directors of SAP AG. From 1992 through June 1995 he was CEO, president, and vice chairman of SAP's U.S. Subsidiary, SAP America, Inc. He has played a leading role in the growth of SAP AG from startup to today's international public company success as the world's third-largest independent software vendor and market leader in standard business software applications. He has also been an associate of CAS since 1999.

- **Prof. Dr. Hans-Jorg Bullinger (Deputy Chairman of the Supervisory Board):** A distinguished professor of Industrial Science and Human Engineering in Germany. Prof. Bullinger has dedicated his profession to helping companies harness the rewards of true innovation. Today he is a renowned thought leader and sits as the President of the Fraunhofer-Gesellschaft, the biggest German research institute dedicated to driving innovation in private and public enterprises.
- **Matthias K. Joneck:** Is the Global Chief Technology Officer of CAS, leading the company's product development in Europe and the U.S. Mr. Joneck has over 30 years of experience in software engineering and over 18 years technical consulting background.
- **Wolfgang Schlachter:** Has over 20 years of experience as an independent certified tax consultant and 9 years as a managing partner of the misch + schlachter gmbh steuerberatungsgesellschaft in Zweibrücken. For the last 20 years Mr. Schlachter has been a tax advisor to CAS and other family-owned enterprises. His consulting focus is around the design and implementation of strategic tax solutions, tax planning, business consulting and international accounting.
- **Dr. Andreas Wiedemann:** For more than 10 years, Dr. Wiedemann has been advising family-owned enterprises in conceptual questions regarding succession planning, corporate restructuring, mergers and acquisitions, as well as general Stock Corporation and capital markets. He is a partner of Hennerkes, Kirchdoerfer and Lorz law firm.

Under the newly formed Company structure, the following CAS executives will serve on the CAS Management Board: Stefan W. Joneck, Global CEO, Matthias K. Joneck, Global CTO, Todd Fryburger, North America CEO, Markus Hoffman, APAC President, Henning Fromme, EMEA President, Adrian Goodliffe, GVP Sales, Andreas Umhauer, GVP Finance, Dr. Andreas Enders, GVP Product Marketing and Kathryn Gramling, GVP Corporate Marketing. Henning Fromme and Andreas Umhauer were given procuration in the process of the restructuring into an AG.

Earlier this year, CAS expanded its operations, appointing several consumer goods industry veterans to key management positions including Davis Bennett, VP Services Americas, Addie Bourne, VP Marketing Americas, Stephen Fowler, VP Sales EMEA and Anthony Bigornia VP Product Strategy. CAS also recently announced the launch of its CAS Global Services and CAS Alliances Program offerings to further enhance IT implementation partnerships and collaboration.

About CAS

CAS is the leading, global provider of demand side management solutions for the consumer products industry. With more than 20 years of industry specific experience, CAS has unrivalled expertise in delivering solutions that manage profitable growth across the customer facing enterprise. To enable this, the 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 such as Beiersdorf, Campbell Soup Company, Coty, Danone, Dr. Oetker, Electrolux, Henkel, InBev, and Molson Coors. CAS has global headquarters in Germany with offices in North America, Europe, Asia and Australia. For further information please visit www.casrealresults.com.

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