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CAS Expands Global Customer Management Operations

STEPHEN FOWLER APPOINTED VICE PRESIDENT OF SALES, EMEA

KAISERSLAUTERN, GERMANY – November 26, 2008 – CAS AG, the leading global provider of demand side management solutions for the consumer products industry, today announced further expansion of its global customer management operations to support continued business growth in all regions, including the appointment of a new vice president of Sales in EMEA, Stephen Fowler. This new position is one of 20 new roles introduced into the company to support the existing Customer Management and Solution Consulting structures.

"We are developing our coverage to support increased demand for our solutions in the United States and Western Europe, as well as a growing need to support our clients in their respective emerging market operations including Russia, Latin America and Asia," said Adrian Goodliffe, global vice president of Sales, CAS. "Stephen's appointment is a key step as we continue to work closer with major manufacturers in all regions. Stephen will take direct responsibility for our Customer Management teams in Europe and will be a key contributor to our global sales operations. We are delighted to have him on board."

Fowler joins CAS from Accenture, where he served as regional sales director engaged with several global clients. Prior to Accenture, Fowler served as a regional director at Oracle, responsible for a CRM team focusing on CPG and Life Sciences clients. In addition, he has a proven track record of working with global customers at Siebel and SAP. His professional career successes demonstrate his ability to drive growth in customer satisfaction, and a sharp focus on expected project deliverables and ROI benefits..

"The EMEA region is one of the key markets for CAS, where the company provides solutions and services to a number of multinational CPG companies to help build and empower their global brands,"

said Henning Fromme, president, CAS EMEA. "Stephen's appointment is just another step down the path as we position for growth and expand our service offerings and solutions portfolio across EMEA. His expertise in leading businesses to success in the complex enterprise software market will help accelerate our efforts to expand our global initiatives."

"CAS' strategic approach and customer-centric solutions are unique and have a very compelling value proposition for CPG companies," said Stephen Fowler. "In my due diligence, I found that CAS' solutions have been heralded by industry experts and are highly regarded by customers because of the business value and ROI that it affords them. To this end, I am thrilled to join this world class organization and to become a part of CAS during this important time in the company's history. This is a space to watch for CPG companies."

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, 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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