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## PRESS RELEASE

### **CAS Brings 22-Year Software Veteran Onboard in the U.S. to Drive the Company and its Competitive Advantage to the Next Level**

**June 27, 2008**

**Atlanta, Georgia, and Kaiserslautern, Germany, June 27, 2008** - CAS, the leading global provider of Demand Side Management solutions for the Consumer Products industry, today announced that 22-year software veteran Todd Fryburger, will join CAS as CEO of Americas. Fryburger has promoted, built and managed critical ventures for industry leaders such as Amdocs (Cramer), Oracle (PeopleSoft), CSC, IBM, (Chrysler Systems), GE and CompuServe.

Fryburger will report to the Global CAS CEO and be responsible for sales, marketing and services for the Americas. His initial focus will be on building the Americas team, driving revenue, developing the U.S. go-to-market strategy, and further developing and growing the U.S. services organization both internally and externally. He will be a key member of the company's executive leadership team as they develop and execute worldwide product and marketing strategies to grow the company.

"Todd has a track record for driving global growth, generating revenue, capturing share, improving profits, and enhancing value for industry leaders in global markets. He has an impressive track record of turning companies into thriving business enterprises through his demonstrated ability to assemble, inspire and activate high-performance sales, marketing, services, product strategy, and development teams," said Stefan Joneck, CAS Founder and Global CEO. "Todd's experience, coupled with his energy and business acumen, is exactly what we need to enable the company for accelerated growth. We are very proud to have an executive of his caliber at the helm in the Americas," he said.

Fryburger recently served as Vice President, Americas at Cramer, which was acquired by Amdocs in 2006. He was previously Group Vice President at PeopleSoft, where between 1999 and 2005; he served in a number of roles within PeopleSoft Global Services, which grew to over 4,000 Consulting, Education and Support professionals in 150 countries, generating \$2.4 billion in annual revenue. PeopleSoft was acquired by Oracle in 2004. He has also served in key management positions at CSC, IBM (Chrysler Systems), GE and CompuServe.

"CAS has created an impressive foundation for growth. Its competitive standing, blue chip customer base, unmatched product, talented people and customer-centric approach have positioned CAS to take a giant leap forward in a very stable and growing market," said Fryburger. "I am looking forward to being a part of that growth, this is a very exciting time to be joining CAS and I feel fortunate to be playing a key role in driving it upward to its market potential."

#### **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



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Management. CAS customers include leading Consumer Products companies such as Beiersdorf, Campbell Soup Company, Coty, Danone, Dr. Oetker, Electrolux, Henkel, InBev, Kraft Foods and Molson Coors. CAS has global headquarters in Germany with affiliate offices in North America, Europe, Asia and Australia. For further information please visit [www.cas.com](http://www.cas.com).

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