



CAS Appoints Davis Bennett Vice President of Services, Americas

August 19, 2008

Seasoned Industry Executive to Drive Expansion of CAS' Customer-Centric Services Offerings

Atlanta and Kaiserslautern, Germany, August 18, 2008 - CAS, the leading global provider of demand side management solutions for the consumer products industry, today announced that enterprise software and professional services veteran Davis Bennett will join CAS Americas as vice president of Services. Bennett will report directly to CAS' newly appointed CEO of the Americas Todd Fryburger, and will be responsible for managing the company's expansion of its services offerings and strategic alliance partnerships in the United States.

Bennett joins CAS Americas from Infor, one of the world's largest privately-held software company and third largest enterprise software provider, where he served as a vice president, professional services for the company's Global Solution division. Prior to Infor, Bennett was senior practice director for Oracle Global Services, where he managed a \$50 million practice, and directed operations in solution centers throughout North America. Bennett joined Oracle through the company's acquisition of PeopleSoft in 2005, where he served in several key senior leadership roles within PeopleSoft Global Services over a six year period.

"Davis has demonstrated an impressive and distinguished track record of developing and managing global services initiatives for some of the world's leading enterprise software players," said Todd Fryburger, CEO, CAS Americas. "With Davis on board, CAS is now strategically positioned to launch enhanced services that will enable our customers to better meet the challenging demands of an increasingly complex and competitive marketplace. Davis is instrumental to the growth of our global services offerings and will drive our key services objective for CAS' customers and partners in the United States – to increase speed to business results with precision. We couldn't be more thrilled to have someone of his caliber join our team."

"In today's IT environment, it is critical to align product integration with strategic services offerings and the right partner alliances to enable rapid, precision integration and deployment. With the addition of Davis to the CAS team, we have further underscored our commitment to providing customers best in class solution offerings, and best of breed partners," said Stefan Jonek, Global CEO, CAS. "Davis' deep industry knowledge and extensive experience in this arena further extend our expertise in this area, and under his leadership we look forward to deepening our alliances with key partners."

"It's a very exciting time to join CAS and become a senior leader for a company counting some of the world's leading consumer brands among its client roster," said Davis Bennett, vice president of Services, CAS Americas. "CAS is known throughout the consumer products industry for its unparalleled product functionality and features, and it is an incredible opportunity for me to drive a global services initiative to match."



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Prior to his tenure at PeopleSoft, Bennett also served as vice president of Encore Development, a custom software solution organization delivering web based applications based on both the J2EE and .Net platforms. Throughout his career, Bennett has held senior management roles at Andersen Consulting LLP (Accenture) over a seven year period, where he helped to create the Center for PeopleSoft Solutions, and was responsible for the launch of the Atlanta unit. He started his career in 1987 at Dow Corning as a business strategy analyst.

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, 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.

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Media Relations:

Addie Bourne
Vice President of Marketing North America
Tel.: +16782222510
E-Mail: Addie.Bourne@cas.com

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