



CAS Receives a “Strong Positive” Rating in Leading Industry Analyst Firm’s Sales Force Automation MarketScope Report

*MARKETSCOPE ANALYZES THE STATE OF SALES FORCE AUTOMATION
FOR THE CONSUMER GOODS INDUSTRY*

KAISERSLAUTERN, GERMANY, SYDNEY, AUSTRALIA and ATLANTA, GA – December 9, 2008 –

CAS AG, the leading global provider of demand side management solutions for the consumer products industry, today announced it has received a “Strong Positive” rating in Gartner’s “MarketScope: Sales Force Automation in the Consumer Goods Industry.” CAS was one of 13 vendors evaluated in the report and received the highest possible rating.

Gartner’s Sales Force Automation MarketScope states that a rating of “Strong Positive” means, “The vendor dominates the market as a whole, or a market segment, typically with double-digit share. It is a default choice for many buyers' shortlists. Its strategic direction is clear, stable and well-communicated, and it has an unquestioned ability to execute on that vision.”

“Our large base of global customers is already reaping the benefits of CAS’ strategic demand side management solutions,” said Stefan Joneck, global CEO, CAS. “We believe Gartner’s ‘Strong Positive’ rating confirms CAS’ position in the market and our commitment to providing customers with technology solutions that meet their unique challenges.”

Gartner states in the report, “Key to this year's trends is a focus on winning at the shelf and being able to optimize go-to customer activities with predictive capabilities.” CAS can deploy predictive capabilities through its optimization engine enabling customers to reap the benefits of field sales optimization, including better allocation of in-store resources, increased sales due to reduced out of stock, improved returns on promotions and new product introductions.

The complete “MarketScope for Sales Force Automation in the Consumer Goods Industry” report, authored by Dale Hagemeyer at Gartner and published on November 12, 2008, can be viewed by Gartner clients at www.gartner.com or you can visit www.casrealresults.com.

About CAS

CAS AG is the leading, global provider of demand side management solutions for the consumer products industry. With nearly 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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Press Contact:

Carol Edwards

Ruder Finn

Phone: 212-593-5858

Email: edwardsc@runderfinn.com

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