

News Release

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ADVANOUS SOLUTION DELIVERS MULTI-MILLION DOLLAR BOOST IN GROSS MARGIN FOR DISTRIBUTION CLIENT

Analyst Firm's Study Highlights Benefits of Hosted Solution

RICHMOND, VA – The benefits of working with Advanous and its signature margin enhancement solution, Point to Profit™, were highlighted this week in an *AMR Research Alert*, titled, “Distribution Company Finds Millions in Gross Margin Using Hosted Price Management Tool.”

“A \$5B distribution company found millions in gross margin by using a hosted system to address price management issues,” AMR Research Director Laura Preslan wrote.

Describing an actual client experience from the initial feasibility stage to commercial roll out, the article provides unique insight into the benefits Advanous clients gain from implementing Point to Profit.

“The AMR Research Alert piece provides distributors with a good example of the impact our services can have to help boost profits,” said Erik Bleyl, Advanous President and CEO.

The article is available on the Advanous website, www.advanous.com.

Advanous, a division of EnterBridge[®] Technologies, Inc., helps distributors generate higher profits through more effective margin management. Advanous delivers increased profits to its clients through Point to Profit, a margin-enhancement service that combines technology, analytics and industry expertise to increase margin performance.

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