

## PRESS RELEASE

### Zilliant Announces Strategic Alliance with Advanous for the Distribution Industry

*Advanous to Provide Supporting Services to Help Maximize the Value of Pricing Software*

**Austin, TX – August 25, 2008** – Zilliant, the leading provider of price optimization and management software for manufacturing, high-tech, distribution and industrial service companies, today announced a strategic alliance with Advanous, an exclusive provider of pricing and margin management solutions for the distribution industry. The alliance focuses on the distribution sector of Zilliant’s business and leverages Advanous’ extensive industry expertise – acquired through more than 40 distributor engagements since 1999 – to help Zilliant implement, integrate and maximize the value of Zilliant Precision Pricing Suite(ZPPS). ZPPS is comprised of over a half dozen enterprise applications that enable distributors to improve all facets of pricing, increasing margins upwards of fifteen percent and more.

“Zilliant has clearly targeted distribution as a core market to serve and has established itself as a recognized leader of price management software,” said Anthony Pericle, founder and principal of Advanous. “They have an impressive list of customers and we look forward to adding our expertise to help more distributors take full advantage of Zilliant pricing software and science.”

“Zilliant’s distribution customers will benefit greatly from the additional domain expertise that Advanous brings to the table,” said Tim Hamilton, Zilliant vice president of worldwide sales.

“Strategic price improvement initiatives demand powerful technology and deep industry-specific experience. Through this alliance, our joint distribution customers will have best-in-class on both dimensions.”

#### **About Zilliant**

Zilliant is the leading provider of price optimization and price management applications for manufacturing, distribution, high-tech, and industrial service companies. Zilliant Precision Pricing Suite (ZPPS) uses existing transactional data to improve decisions across all facets of price analysis, setting and execution. ZPPS applications combine powerful price segmentation

and optimization science with easy-to-use business applications that help companies achieve the *best* pricing possible on every deal, increasing profits by tens of millions of dollars.

Headquartered in Austin, Texas, Zilliant is a privately held company. Investors include Austin Ventures, Cardinal Ventures, JP Morgan Partners, and Trellis Partners. For more information contact Zilliant at 877.893.1085 or visit [www.zilliant.com](http://www.zilliant.com).

### **About Advanous**

Advanous ([www.advanous.com](http://www.advanous.com)) a division of EnterBridge Technologies, Inc. was founded to exclusively provide distributors with pricing and margin management solutions and strategies necessary to diminish margin pressure, establish pricing confidence across the organization and deliver profitable revenue growth. Advanous' team of pricing experts works closely with our customers to identify, implement, track and provide solutions for margin management activities designed to generate, protect and enhance profits.

Founded in 1999 and based in Richmond, VA Advanous is currently serving leading Fortune 1000 and other large and mid-sized distributors across markets including medical, electrical, food, industrial, paper, plumbing/HVAC and office supplies. Advanous is the author of *Price for Success*, a leading book on distribution pricing practices published by the NAW Institute for Research Studies.