

News Release

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ADVANOUS PRESENTS PRICING AND MARGIN MANAGEMENT PRESENTATION AT IMARK SHOWCASE

More than 200 Electrical Distributors Participate in *Price for Success* Session

CHICAGO, IL – Advanous Founder Anthony Pericle addressed electrical distribution executives attending the IMARK Showcase this afternoon on key strategies for enhancing margins through better pricing management. An annual event designed to expose IMARK Group member companies to best business practices and innovative solutions, the Advanous session drew over 200 members of the \$6 billion group.

Leveraging many of the key principles discussed in the recently released *Price for Success: A Practical Guide for Improving Margins in Wholesale Distribution*, Pericle presented strategies, tactics, and case studies to help attendees address the many challenges of margin management.

“Adding the *Price for Success* presentation to the agenda of the Showcase touched on a topic of great importance to this industry, as witnessed by the turnout at this session,” said Steve Ruane, IMARK Group’s Vice President of Marketing. “We focused this year’s entire event on ways to grow sales, profits, and market share, and the Advanous session was a great addition to the program.”

By providing a tutorial for making more profitable margin decisions, session attendees learned how to transform data into value, achieve pricing discipline and recognize the enormous impact these practices can have on a company’s bottom line.

“Sharing methodologies and best practices that have proved successful in the marketplace will enable these electrical distributors to construct a pricing foundation for improved margin management and long-term profitability,” said Pericle.

Price for Success: A Practical Guide to Improving Margins in Wholesale Distribution was released in November 2004 in coordination with the National Association of Wholesaler Distributors and can be purchased at www.nawpubs.org.

Advanous (<http://www.advanous.com>), 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 across a company's business.

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