

News Release

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ADVANOUS PRESENTS PRICING AND MARGIN MANAGEMENT PRESENTATION AT NAHAD ANNUAL MEETING

Distributor Executives Ready to *Price for Success*

MIAMI, FL – Advanous Founder Anthony Pericle today addressed executives attending the 21st Annual Meeting of NAHAD, the Association for Hose and Accessories Distribution, on key strategies for enhancing margins through better pricing management.

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.

“As part of our association’s mission, we aim to provide a medium for communications, education and training on critical issues facing our industry,” said Joseph Thompson, Executive Vice President, NAHAD. “The Advanous session met all of those objectives, providing information on the importance of effective margin management and more importantly giving our members strategies to help boost their profits.”

In providing a tutorial for making more profitable margin decisions, Pericle emphasized the enormous impact better pricing practices can have on a company’s bottom line and gave practical insights on how to maximize the value of historical sales data and achieve pricing discipline.

“Sharing methodologies and best practices that have proved successful in the marketplace will enable these 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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