

News Release

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For Immediate Release
April 19, 2005

ADVANOUS DELIVERS PRICING AND MARGIN MANAGEMENT SEMINAR AT NAWLA SPRING CONFERENCE

Lumber Distribution Executives Gain Insights into Better Pricing Practices

SAN ANTONIO, TX – Advanous Founder Anthony Pericle today addressed executives attending the spring conference of NAWLA, the North American Wholesale Lumber Association, on key strategies for enhancing margins through better pricing management. NAWLA's membership consists of leading forest products and building material industry wholesalers with combined annual sales of more than \$30 billion.

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 many challenges related to effective margin management.

“NAWLA is dedicated to providing value to our more than 650 member companies by keeping them informed on issues that impact their business,” said Nicholas R. Kent, NAWLA's President and CEO. “The Advanous session helped to provide valuable insight into the important issue of margin pressure for our members, and offered ways for them to leverage effective pricing techniques to combat margin pressure and achieve greater 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 lumber 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.