

News Release

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ADVANOUS AND NAW RELEASE PRICING STRATEGIES BOOK FOR DISTRIBUTION INDUSTRY

RICHMOND, VA – A new book on pricing and margin management for wholesaler-distributors was released today by pricing experts Advanous, in coordination with the Distribution Research and Education Foundation (DREF) of the National Association of Wholesaler-Distributors (NAW).

“Price for Success: A Practical Guide for Improving Margins in Wholesale Distribution” is a resource guide on pricing for distributors interested in driving higher margins.

“We developed this book for distributors who want to strengthen margins by adopting better and smarter pricing strategies,” said Anthony Pericle, Advanous Founder and Principal, and the book’s author. “Our book comprises strategies, tactics, and case studies to help executives, and sales and pricing managers take steps toward building a pricing foundation for improved margin management and long-term profitability.”

The book draws from three primary resources: survey responses from 200 wholesale distribution executives, in-depth interviews with 50 senior distribution executives, and the experiences of Advanous' team members, who have provided margin management services to numerous distributors across diverse lines of trade.

“In an industry facing shrinking margins, pricing management is of critical and growing importance,” said DREF Executive Director Ron Schreiber. “Advanous takes a commonsense approach to pricing by sharing methodologies and best practices that have proved successful in the marketplace. We encourage all wholesaler-distributors to read this report and apply its pricing principals to their business.”

“Price for Success” is available at <http://www.nawpubs.org> or by calling NAW at 202-872-0885.

NAW (<http://www.naw.org>) is a Washington, D.C.-based trade association representing the wholesale distribution industry.

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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