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***Supply & Demand Chain Executive* Announces Its  
2010 Supply & Demand Chain Executive 100**

Leading Business Magazine Presents Annual Listing of  
Innovative Supply and Demand Chain Vendors

New York May 17, 2010 *Supply & Demand Chain Executive* Magazine, the executive's user manual for successful supply and demand chain transformation, this week announced its ninth-annual listing of the Supply & Demand Chain Executive 100.

Nine years ago, *Supply & Demand Chain Executive* announced its first "100" list of supply chain solution providers, consultants and other organizations that were helping lead the way in transforming companies' supply and demand chains. This year the magazine focused the criteria for its "100" feature on supply chain excellence and preparing the supply chain for the post-recessionary return to growth.

"As the economy makes tentative steps toward recovery and growth, our readers are turning to *Supply & Demand Chain Executive* to learn about solutions and best practices for enabling business expansion through supply chain excellence," said Andrew K. Reese, editor of *Supply & Demand Chain Executive*. "With this year's Supply & Demand Chain Executive 100, we highlight a broad range of supply chain solution and service providers that are helping to position their customers for the 'New Normal' economic environment."

*Supply & Demand Chain Executive* has identified leading providers of supply chain services and technologies who are customers/clients achieve supply chain excellence and prepare their supply chains for the post-recessionary return to growth. Based on submissions to the "100" from end users and solution providers, the editorial staff of the magazine has compiled a list of leading supply and demand chain innovators.

"Our goal with this year's '100,' as in the past, is to highlight a broad range of solutions and services targeted at a variety of industries, addressing the needs of companies of varying sizes, and assisting in the transformation of a diverse mix of the functions that make up the supply chain," added Reese.

After receiving nomination forms, the *Supply & Demand Chain Executive* editorial staff identified applicants that best fit the stated criteria for the "100." Final recipients are featured in the cover story of the May/June 2010 issue of *Supply & Demand Chain Executive*, as well as online at [www.SDCExec.com/SDCE100](http://www.SDCExec.com/SDCE100).

*About Supply & Demand Chain Executive*

*Supply & Demand Chain Executive* is the executive's user manual for successful supply and demand chain transformation, utilizing hard-hitting analysis, viewpoints and unbiased case studies to steer executives and supply management professionals through the complicated, yet critical, world of supply and demand chain enablement to gain competitive advantage. On the Web at [www.SDCExec.com](http://www.SDCExec.com).

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