

MARCH 24, 2009

Contact:

Mike McDonald, Prime Advantage
312.601.3110
mmcdonald@primeadvantage.com

Contact:

Peter Wiltjer, PWMG, Inc.
630.701.3363
petew@pwmginc.com

Prime Advantage's President and CEO Named a "Pro to Know" by *Supply & Demand Chain Executive Magazine*

Louise O'Sullivan Recognized for Vision and Ability to Harness Group Sourcing Power for Small and Midsized Manufacturers

CHICAGO, March 24, 2009 - Prime Advantage, the leading buying consortium for midsized industrial manufacturers, announced that President, CEO and Founder Louise O'Sullivan has been named a 2009 *Supply & Demand Chain Executive* "Practitioner Pro to Know." *Supply & Demand Chain Executive*, the executive's user manual for successful supply and demand chain transformation, announced the ninth-annual listing of Pros to Know in its February/March 2009 issue.

The Practitioner Pros to Know is a listing of exceptional corporate executives at manufacturing and non-manufacturing enterprises that are demonstrating leadership during the current economic downturn by managing risk in the supply chain, providing competitive advantage and/or delivering value to the bottom line.

"By turning the spotlight onto these outstanding Practitioner Pros to Know, we are not only recognizing their accomplishments but also offering them as role models for other executives looking to bring their own organizations through these turbulent economic times and take Supply Chain to a higher, more strategic level within the enterprise," said Andrew K. Reese, editor of *Supply & Demand Chain Executive*. "They are all truly 'Pros to Know.'"

As founder of Prime Advantage, O'Sullivan's vision of providing procurement and sourcing benefits to midsized manufacturers has rendered a safe-haven for its manufacturing members during this time of economic instability. Its group purchasing power and breadth of supplier categories goes a long way to offsetting its members' loss of market leverage as costs of doing business rise and sales volumes decline.

"I am honored to be recognized by *Supply & Demand Chain Executive* as a Pro to Know, I believe this award is a reflection of Prime Advantage and our ability to provide improved procurement planning and negotiating benefits to our members," said O'Sullivan. "It's these benefits that have helped strengthen our manufacturing members' balance sheets and better position them to not only ride out the current economic downturn, but to be first out of the gate when market upturns occur."

Prime Advantage has leveraged the strategic sourcing and procurement component of the supply chain as an opportunity to identify cost savings for its member companies. Since 1997, Prime Advantage has paid more than \$75 million in rebates and discounts to its manufacturing industry members, and those payments have grown at a 19.4 percent compound annual growth rate over this period.

By leveraging the purchasing power of more than 550 manufacturers, Prime Advantage's approach for small and midsized manufacturers has been proven in both good economic times and bad.

###

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.

About Prime Advantage

Founded in 1997, Prime Advantage is a buying consortium for industrial manufacturers with more than 550 members and more than 110 endorsed suppliers. For more information on Prime Advantage, visit the website at www.primeadvantage.com.