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Prime Advantage Named to *Supply & Demand Chain Executive* Magazine's Top 100 Supply Chain Solution Providers

Award from Leading Business Magazine Recognizes Prime Advantage's Ability to Help its Manufacturer Members Respond to the Downturn and Position Themselves for Growth Ahead

CHICAGO, June 29, 2009 - Prime Advantage, the leading buying consortium for midsized industrial manufacturers, announced that it has been named to the eighth-annual listing of the [Supply & Demand Chain Executive 100](#). This recognition follows the announcement in March that President, CEO and Founder Louise O'Sullivan was named a 2009 *Supply & Demand Chain Executive* "Practitioner Pro to Know."

Eight 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 economic recovery.

"Our readers turn to *Supply & Demand Chain Executive* to learn about solutions and best practices for enabling the supply chain to weather the current economic storm in which we find ourselves, and also to position themselves for growth when recovery takes hold," explained Andrew K. Reese, editor of *Supply & Demand Chain Executive*. "The corporate executives and line-of-business leaders who rely on the magazine want to know what the different supply chain solution and service providers are doing to help them meet these critical, corporate 'life-or-death' challenges."

Supply & Demand Chain Executive has identified leading providers of supply chain services and technologies who are helping their customers and clients both respond to the downturn and, more importantly, position themselves for growth ahead. Based on submissions to the "100" from end users and solution providers, the judging committee for the "100," including the editorial staff of the magazine, in conjunction with the editorial advisory board, compiled a list of leading supply and demand chain innovators.

Prime Advantage provides procurement and sourcing benefits to midsized manufacturers. Its group purchasing power and breadth of supplier categories goes a long way to offsetting the loss of market leverage that manufacturers struggle to overcome as costs of doing business rise and sales volumes decline.

"We are honored to be recognized by *Supply & Demand Chain Executive* as a top provider of supply chain solutions, as this award reflects our ability to provide improved procurement planning and negotiating benefits to our members," said O'Sullivan. "We are proud to have helped position our members to ride out the current economic downturn, and to be prepared to attack new opportunities when the markets improve."

"Our goal with this year's '100' 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.

"Therefore, our judging committee looked for solutions across 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."

Final recipients are featured in the cover story of the June/July 2009 issue of *Supply & Demand Chain Executive*, as well as online at www.SDCExec.com/SDCE100.

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 \$85 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.

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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.