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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, February 24, 2010 - Prime Advantage, the leading buying consortium for midsized industrial manufacturers, announced that President, CEO and Founder Louise O'Sullivan has been named a 2010 *Supply & Demand Chain Executive* "Practitioner Pro to Know." O'Sullivan was also named a Practitioner Pro to Know by the respected trade magazine's editorial selection committee in 2009. The magazine announced the tenth-annual listing of Pros to Know in its February/March 2010 issue.

The Practitioner Pros to Know is a listing of 25 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 delivering value to the bottom line. O'Sullivan was selected from more than 400 nominees.

"Our goal with the annual Practitioner Pros to Know listing is not only to highlight outstanding Supply Chain executives and their accomplishments but also to turn a spotlight onto the initiatives that leading organizations are undertaking to give their companies a competitive advantage as the economy emerges from the Great Recession," said Andrew K. Reese, editor of *Supply & Demand Chain Executive*. "These executives serve as role models for other Supply Chain practitioners looking to bring their own organizations through these turbulent times."

As founder of Prime Advantage, O'Sullivan's vision of providing procurement and sourcing benefits to midsized manufacturers has provided a much-needed cushion of stability for the group's 600+ members, enabling these companies to enjoy a competitive advantage usually reserved for *Fortune 500* companies. Prime Advantage's 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.

"To be recognized again as a supply chain industry Pro to Know is a true testament to Prime Advantage and our ability to provide strategic procurement planning and negotiating benefits to our members," said O'Sullivan. "These benefits have helped strengthen our manufacturing members' balance sheets and better position them to not only ride out the economic downturn, but to capitalize on the new demand that many manufacturers are finally seeing as companies replenish inventories and bounce back from the recession."

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 \$87 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 600 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. See more 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 600 members and more than 110 endorsed suppliers. For more information on Prime Advantage, visit the website at www.primeadvantage.com.