



Demand Foresight

Contact:

Lauren Preston

lpreston@metzger.com

720.833.5921

Johnson Brothers Taps Demand Foresight Software

*Liquor Distributor to Reduce Forecasting Error
with Best-of-Breed Demand Planning Tool*

GOLDEN, Colo. – (Nov. 17, 2009) – Demand Foresight Software, a leading provider of demand planning and forecasting software, has added Minnesota-based Johnson Brothers Liquor Company to its client roster.

Demand Foresight's advanced, next-generation software platform is designed to increase demand planning efficiencies for manufacturers and distributors, and is the only company to guarantee a 25 percent improvement in forecasting error.

"There is no faster way to increase cost efficiencies and gain competitive advantage than to reduce forecasting error," said Gene Tanski, Demand Foresight founder and CEO. "With today's perilous economy the job of any enterprise software solution should be to increase pretax profitability, and that's the promise of our technology and the spirit behind our unprecedented money-back guarantee."

Johnson Brothers, one of the largest wine and spirits distributors in the country, has tapped Demand Foresight to help the company continue to grow its business by meeting their customers' growing demand within an intensely competitive marketplace.

"The software industry is on the brink of major change. The aggressive consolidation over the last decade has left our marketplace with only a few major ERP companies that no longer provide 'best-of-breed' solutions in every area of operational management. With the specter of the economic downturn and global competition, forecasting and demand planning have fallen behind the performance curve," added Tanski, a former partner with Accenture. "That's why Demand Foresight, with its best-performing technology, is winning new customers like Johnson Brothers in this new era of customer service, cost-reduction and resource management. How can companies

maintain their profitability in this market? I think the number one place they can start, regardless of their industry, is reducing their forecasting error.”

About Demand Foresight Software

Based on the premise that reducing forecasting error is the single most important investment to improve supply chain performance, Demand Foresight's demand planning and forecasting software sets new standards in reducing errors and increasing profitability for manufacturers and distributors. Demand Foresight's advanced, next-generation forecasting engine works within existing IT environments, and has saved clients billions of dollars through improved and measurable business decision-making. Product performance is backed by the strongest guarantee in the software industry: clients will achieve at least 25% reduction in forecasting error and be completely satisfied or get their money back. For more information, please visit www.demandforesight.com.

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