

Media Release

Promax appoints Sales Director to UK team

London, UK – March 1, 2010 - Promax (www.promaxtpo.com) Trade Promotions solutions specialist, today announced the appointment of Jason Murphy as Sales Director for their UK region.

With a 20 year track record of success of helping consumer products companies with projects ranging from Advanced Demand and Supply Chain Planning to Product Life Cycle Management. Jason's past experience facilitates a diverse understanding of CPG companies all the way from the manufacturing level through to sales, marketing and finance.

Having started his career supporting UK manufacturers with the adoption of technology he is a former graduate of Glasgow's Caledonia University. Prior to Promax, Jason's most recent role was as Managing Director for Europe at one of the world's leading supply chain planning vendors.

With many notable achievements in sales growth for companies in the high-technology solutions arena, Jason brings a wealth of knowledge, management skills and opportunities to support the Promax world class TPM/TPO team.

Gareth Brentnall, Managing Director of Promax Europe Ltd, said "We are very pleased to welcome Jason to the Promax Europe board of directors at this exciting time in the company's global growth. Jason's vast experience in the software industry will be a valuable asset as Promax continues to expand in the European market".

Don Nicol, CEO and co-owner of Promax Applications Group, stated "Jason possesses tremendous drive and is recognised by his customers as a valued, long-term business partner and is someone who understands the challenges faced by Fast Moving Consumer Goods companies today. We are confident Jason's contribution to the Promax team will benefit our growing stable of international brands"

Jason commented "I am looking forward to this exciting new chapter with Promax. The combination of packaged software and structured implementation methodology coupled with our team's experience will provide a world class Trade Promotions Management solution to support consumer goods companies looking to Track, Predict and Optimize their trade promotion funds and importantly deliver back a solid Return On Investment".

About Promax



Promax Applications Group (PAG) is a world-leading specialist in trade promotion planning, management, and optimization solutions. With headquarter operations based in Australia and offices now in Central Europe and the United Kingdom, PAG boasts an impressive stable of global consumer goods companies such as Kraft, L'Oreal, Heinz, Johnson & Johnson, Beiersdorf, Schwarzkopf and many others. Our solutions are the result of more than twenty years experience working in close collaboration with leading consumer goods manufacturers, retailers and distributors.

The Promax solution, including Promax[®] PX and Promax[®] AnalytX, has been designed to allow a seamless, automated process to Track, Predict and Optimize promotions and trade spend. It incorporates the most sophisticated tools to maximize a client's return on trade spend investment, and deliver optimal outcomes for retail partners.

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