



Media Release

Promax, the employer of choice in the TPM/TPO arena

Auckland, New Zealand – June 21, 2010 - Promax (www.promaxtpo.com) a world-leading specialist in trade promotions planning, management and optimization solutions (TPM/TPO), today announced the appointment of Stephen MacKenzie as Professional Services Lead for the New Zealand market.

Promax have a rich client base in New Zealand with many acclaimed brands in the FMCG industry in the retail grocery sector, food service sector and the liquor/beverage industry.

Stephen boasts a wealth of FMCG industry knowledge with 15 years experience in various roles from Analyst through to National Sales Manager in companies such as Tip Top Ice Cream, Reckitt Benckiser, Crossmark and Cerebox Gregg's Ltd.

Don Nicol, CEO and co-owner of Promax, said "We are very pleased to welcome Stephen to the Promax international team of specialized Consultants. Stephen will be responsible for overseeing the smooth implementation process of the solution encompassing new clients or existing client upgrades, ongoing training and customer support. We view the relationship between Promax and its clients as a long term one. The on-going development of the Promax solution has been in many cases achieved with the collaboration of our customers. We appreciate that all companies are individual and therefore it is imperative we fully understand their business as it continues to evolve in today's dynamic business environment. The appointment of Stephen to this market amplifies our ongoing commitment to our valued New Zealand clients."

Stephen commented, "Over the past 5 years, I have had extensive exposure to the Promax solution for Trade Promotions Management and Volume Planning. This highly intelligent tool allowed me to make adjustments to my spend levels, review various multi-causal models and confidently select the optimum strategy which would maximize sales growth and provide my business with the best return on investment. With the benefit of this hands-on experience with the Promax solution and now joining the Promax team, I believe there is huge scope to assist and ensure all Promax NZ customers are utilizing the solution to its fullest potential."

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, the United Kingdom and North America, 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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