



Media Release

Promax awarded Consumer Goods Technology 2011 Editors' Pick Award

ATLANTA and SYDNEY – 3 February, 2011 - **Promax Applications Group** (www.promaxtpo.com), a world-leading specialist in trade promotions planning, management and optimization solutions, today announced that it has been awarded the CGT (Consumer Goods Technology) 2011 Editors' Pick Award.

CGT is the leading US based business and technology resource for the Consumer Goods industry. CGT is committed to helping consumer goods executives improve business performance through integrated media that delivers actionable insight, benchmark analysis and critical networking. For the 11th year in a row, CGT asked its subscribers of over 58,000 influencers and business-decision makers across business and IT, to identify their most valued and used solution and service providers across 10 categories including Trade Promotion Management and Trade Promotion Optimization.

Promax was awarded a 2011 Editors' Pick Award as the Promax PX Trade Promotion Management (TPM) and Trade Promotion Optimization (TPO) solution has been recognized as making a significant impact on the consumer goods industry.

Don Nicol, CEO of Promax commented, "We are delighted and extremely proud to receive this distinguished accolade from CGT. Promax views Trade Promotion Management (TPM) as a strategic platform for companies operating in the global marketplace. The Promax PX solution enables TPM with an integrated environment that allows business to model, optimize, forecast, budget, execute, manage and measure product and customer performance within one country or across the globe. The Promax PX solution has been embraced by many notable consumer goods companies globally with major contracts recently won in the USA, UK, Japan and Asia Pacific regions."

"Promax developed the PX solution to be an "out-of-the-box" application. All of our customers use the same application and customizations are only required to meet specific unique business process requirements. This means the consulting and implementation effort to install Promax PX is massively lower than that of other systems that take a "toolbox" approach to TPM. While other vendors are developing new software to meet a functional requirement, Promax is advising which parameters and switches need to be configured in the standard application to meet the same requirement. The cost of ownership and upgrade path with Promax is lower and easier to manage than that associated with vendors that have the "toolbox" as their software."

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 New Zealand, Japan, Central Europe, United Kingdom and North America, PAG boasts an impressive stable of global consumer goods companies such as Kraft, L'Oreal, Heinz, Johnson & Johnson, Beiersdorf, Henkel 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.

More details about the company can be found at www.promaxtpo.com

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