



Media Release

Promax Trade Promotion Management & Optimization solution selected by Heinz

TOKYO and SYDNEY – 8 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 commenced the implementation of Promax PX at **Heinz Japan**.

Heinz is a world leading marketer and manufacturer of food products and holds the number one or two market position in more than 50 countries. Heinz Japan which was founded in 1961 selected Promax PX after an intensive analysis of the solution and its suitability to the Japanese market place. The complexity of the Japanese market is created through a high reliance on multi-level wholesalers that make tracking and control of promotions extremely difficult.

Through the implementation of Promax PX, Heinz Japan will gain improved visibility, control and insight into the promotional planning process enabling them to maximize the use of their trade spend. With Promax the Heinz sales team will acquire a new process to optimize the effectiveness and efficiency of their trade funds investments. The flexibility of Promax's analytical capabilities will create a clear view of product/customer profitability and promotion viability pre and post promotion events. The Promax solution will also streamline the claims management process whilst ensuring financial diligence is sustained.

Don Nicol, CEO of Promax said “we regard Asia and Japan in particular as a significant area of focus for Promax and have now established branch operations in Tokyo. The work we have done with the Heinz Japan team so far has given us great confidence that the Promax PX solution can handle the specific requirements and complexities synonymous with each country and channel in the Asian market. The Promax PX solution is a highly sophisticated Trade Promotions Management and Optimization tool and its flexibility and adaptability is a core characteristic. Promax has had a long association with Heinz Australia who has been using the Promax solution for almost 13 years and we are proud to now also partner with Heinz Japan. This is the beginning of a relationship between our two companies that will last many years. We are confident that Heinz’ investment in Promax will reap handsome rewards through assisting with the improvement in the efficiency and effectiveness for the utilization of trade funds”.

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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