



Media Release

Kimberly-Clark Corporation selects Promax as its North America Trade Promotion Management and Optimization solution provider

ATLANTA and SYDNEY – 2 March, 2011 - Promax Applications Group (www.promaxtpo.com), a world-leading specialist in trade promotions planning, management and optimization solutions, today announced that Kimberly-Clark Corporation has selected Promax PX as its North America Trade Promotion Management (TPM) and Optimization (TPO) solution provider.

Kimberly-Clark, manufacturer of some of the world's most recognized consumer brands sold in more than 150 countries, has embraced leading edge promotion practices for decades. In selecting Promax, the company seeks to further extend that leadership into the area of predictive analytics.

Along with predictive analytics, implementation of the Promax PX® solution is expected to improve forecast accuracy, reduce inventory and out of stocks, and improve trade promotion return on investment (ROI). Complete integration of predictive analytics through trade promotion execution and sales/volume planning also promises to reduce administrative workload and unresolved deductions.

"At Kimberly-Clark we continually seek to improve how we reach consumers and partner with our customers across all our brand categories," said Don Quigley, President of North America Customer Development for Kimberly-Clark Corporation. *"Through our partnership with Promax we expect to fully integrate predictive analytics with trade promotion management to drive efficiencies and effectiveness across our sales process."*

Don Nicol, CEO of Promax, added, *"We are delighted and proud that Kimberly-Clark has chosen Promax as its partner for TPO and TPM. Promax is unique in that we view TPM and TPO as a single, functional entity. Promax delivers an intuitive, integrated platform that meets TPM and TPO needs in the one solution. We are confident that Kimberly-Clark will realize additional profit and sales from the improvements Promax PX delivers in promotional quality, spend effectiveness and forecast accuracy."*

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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