

## FORTNA AND Q4 COMBINE STRENGTHS IN A PLANNED MERGER

NASHVILLE, TN and ORANGE, CA (October 2, 2006) - Fortna and Q4 today announce plans to formally merge operations in November 2006, a combination that will deliver higher value, focused core competencies, and expanded service offerings to their clients. The combined company will provide the industry's most complete end-to-end supply chain service offerings encompassing supply chain strategy, business process and organization optimization, and systems integration.

This merger unifies two companies each experiencing significant multi-year growth and gained market share. With 140 associates in six nationwide offices, the merger also gives Fortna and Q4 even more scale and combined expertise for advanced client service.

"It is a logical next step that creates substantial value for our clients," said Peter Counihan, President of Fortna. "Our organizations have very similar values and strong reputations built on integrity, honesty, and successful project execution."

Q4 adds supply chain, transportation and warehouse systems integration expertise to Fortna's leading distribution-focused consulting, engineering and software offering. The merger developed from an established history of delivering complementary services for joint clients such as Sony (SNE), Genesco (GCO), Big 5 Sporting Goods (BGFV), Tessco Technologies (TESS) and The Sharper Image (SHRP).

"Our mutual clients have encouraged the merger," said Q4's Albert Avalos, who will now act as Executive Vice President of the combined operation. "Our clients desire and deserve a partner company that is committed to their business goals and can bring the right mix of services to drive results. Our focus on supply chain consulting, system integration and MHE integration further allows us to deliver supply chain solutions and be more accountable for the results."

### About Fortna:

Fortna is a leading provider of distribution consulting services, successful MHS system designs, risk-managed implementations, world-class warehouse control software, and lifetime system support. We are experts in optimizing performance in multi-channel distribution environments.

### About Q4:

Q4 was formed in 1998 to be the best design and implementation firm in the supply chain, warehousing, and transportation areas. Our foundation for success is a balance of application expertise, logistics professionals, information technologists, and transition specialists. Our approach to balancing people, information, operations, and a proven transition path is key to delivering true business results.

### Contact Information:

Patti Satterfield  
[psatterfield@q4logistics.com](mailto:psatterfield@q4logistics.com)  
 330.808.0010

Neil Medley  
[neilmedley@fortna.com](mailto:neilmedley@fortna.com)  
 615.376.1919