



FOR IMMEDIATE RELEASE

WHITE'S EXPERIENCE STRENGTHENS FORTNA SUPPLY CHAIN CONSULTING

NASHVILLE (October 13, 2006) – Fortna, Inc. today announced the appointment of John A. White III as Executive Vice President. Mr. White is responsible for leading Fortna's expanded supply chain management consulting services practice.

Mr. White's distinguished seventeen-year performance record includes successfully designing and implementing supply chain strategy for many distribution intensive industries (e.g., Retail, Consumer Package Goods, Industrial Products, Electronics and High Tech, 3PL). Before joining Fortna, Mr. White was a Managing Officer of the Products Industry Group and Supply Chain Management Practice at Adjoined Consulting. He has also served in a number of senior executive positions for top-tier supply chain consulting companies such as Cap Gemini, Manugistics, Inc., and Accenture.

"Fortna's has built an excellent suite of consulting services and has become a compelling alternative to traditional strategy services groups in the market today," said Mr. White. "Fortna is comprised of outstanding consultants, thought leaders and practitioners that rival the best consulting and supply chain service companies in the industry."

Mr. White's extensive supply chain background will enable Fortna clients to receive valuable guidance and delivery resources for complex issues encompassing the entire supply chain.

"Fortna is very fortunate to have John as a leader in our organization. His business vision and deep expertise will facilitate enhanced supply chain management services for our clients," said Peter Counihan, President of Fortna, Inc. "John has the experience, strategic insight and capability to lead Fortna's supply chain management consulting services into the future."

Furthermore, Mr. White's leadership in organizations such as Warehousing Education and Research Council (WERC) and The Logistics Institute (TLI) at Georgia Institute of Technology will strengthen Fortna's brand as a supply chain Thought Leader.

Mr. White graduated from Georgia Institute of Technology with a Bachelor of Science, Industrial Engineering and holds an Accelerated Executive MBA certificate from the J.L. Kellogg Graduate School of Management.

About Fortna:

Fortna provides the industry's most complete end-to-end supply chain service offerings encompassing supply chain strategy, business process and organization optimization, and systems implementation. We drive supply chain business results for our clients by providing total solutions that meet business objectives, and innovative processes and technology that optimize operations - all while minimizing risk. www.fortna.com

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