

HINOJOSA BRINGS SYSTEMS INNOVATION TO FORTNA

NASHVILLE (October 20, 2006) - Fortna, Inc. today announced the appointment of Arturo Hinojosa as Director of Optimization Technologies. He is responsible for developing or re-engineering clients' systems technology to reduce initial capital investment and to increase labor and equipment productivity. He will also implement real-time decision-making systems to allow leveled, continuous operation and streamlined processing synchronization among all areas in clients' distribution centers.

Hinojosa brings to Fortna over twenty years experience optimizing distribution operations for the top retail and e-commerce companies. He has developed innovative algorithms that allow, through software, the increase of productivity (10-20% of current processes) and equipment capacities (20-40% over the "theoretical" maximum capacity specified by the equipment manufacturers).

Before joining Fortna, Hinojosa held similar positions for companies such as The Progress Group and ADS Specialists Inc. His academic achievements equal his impressive professional accomplishments. He received his MS in Operations Research from Stanford University, as well as his BS in Chemical Engineering, Iberoamericana University, and MBA from ITESM, Mexico.

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 ensure that our clients receive recommendations that meet their business objectives, innovative processes and technology that optimize their operations, and the industry's most talented professionals to deliver risk-managed solutions.

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