

## Supply Chain Leaders Choose Fortna

### Independent Study Finds Fortna Clients 7 times more Competitive and Profitable than Peers

**NASHVILLE** (October 21, 2008) - Independent competitive research firm, wRatings Corporation recently released a report stating that companies that have partnered with Fortna over the past 6.5 years have become a better running business as a group in terms of economic profit and customer advantages than their direct peers.

Based on the compound annual growth rate (CAGR) of competitive strength scores, wRatings found the Fortna Customer group grew 3.72% over 6.5 years, whereas Non-Fortna customers grew 0.51% in terms of competitive strength; this is a 7.35 times growth in competitiveness for the Fortna group over its peers.

wRatings measured the quarterly performance of Fortna clients compared to non-Fortna clients for a total of 26 quarters or 6.5 years, starting in 2002-Q1 through 2008-Q2. Quarterly scores were averages to examine annual growth rates.

"Today's environment is creating unprecedented challenges for business," stated Gary A. Williams, CEO and founder of wRatings. "What this analysis shows is that supply chain and distribution solutions – and in particular solutions implemented with Fortna – have significant downstream impact on not only financial strength but also customer strength," he added.

"Fortna is proud to deliver solutions that have helped our clients grow. It is clear from the wRatings research that Fortna's clients are outperforming the market. Further, we continue to be humbled by the fact that the best performing companies continue to choose Fortna as their supply chain partner," stated John White, EVP at Fortna.

## About Fortna

### Fortna – *"Driving Supply Chain Results"*

Fortna Inc. is a leader in designing, implementing and supporting complete supply chain solutions along with overall organizational performance. For additional information about how Fortna can assist your company achieve business goals, please call us at (800) Fortna-1 or visit our Web site:

[www.fortna.com](http://www.fortna.com)

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## About wRatings

The wRatings Corporation provides executives, investors and consultants with unique, independent competitive research and provides data publishing services. They publish competitive strength ratings and analysis on companies using a blended view of their economic profits and consumer advantages.

For more information, visit [www.wratings.com](http://www.wratings.com)