



For Immediate Release
Contact: Patti Satterfield
VP Business Development & Marketing
Fortna Inc.
pattisatterfield@fortna.com

Independent Study Finds Fortna Clients Grew their Competitive Strength by 15% over the Last Three Years

NASHVILLE (October 28, 2009) - Independent competitive research firm, wRatings Corporation, recently completed a report stating that companies partnering with Fortna over the past ten years have out-performed their direct industry peers in terms of economic profit and customer advantages.

Further, based on a year-over-year analysis, the Fortna Customer Group has built superior customer strength over Non-Fortna Customers of 15.0% and 13.2% on average over the past 3- and 5-years respectively. This growth parallels the 2007 expansion of Fortna's supply chain service offerings.

To better examine the impact of Fortna solutions on their customer group, wRatings extracted the W Scores at the trailing twelve month (TTM) level at year-end starting in 2005. The level of solutions available to Fortna customers was significantly expanded starting in 2007.

"The race to revenue growth is well underway," said Gary A. Williams, CEO and founder of wRatings. "Companies continually investing in supply chain and distribution solutions like Fortna have had more money to allocate to new business initiatives, and are poised to out-think and out-execute their rivals in 2010 and beyond."

"Fortna is proud that our supply chain solutions have helped clients be successful in one of the toughest economic periods in recent times. Above everything, we value the relationships we are creating with our clients and the business results they are achieving," stated John White, EVP at Fortna.

About Fortna

Fortna designs, implements and supports supply chain solutions with a better approach that drives amazing results. Our focus on the business case and willingness to share your risk ensures that you are meeting your business objectives. Your success is our success. Fortna delivers solutions that are appropriate, implementable and financially justifiable and we are honored that supply chain leaders are adopting our model. Call us at (800) Fortna-1 or visit our Web site: www.fortna.com

Contact Patti Satterfield, Vice President Marketing & Business Development - 330.808.0010

About wRatings

The wRatings Corporation provides executives, investors and consultants with the only system that measures the competitive value of 5,000+ companies. Each rating blends a company's financial and customer strengths into a single score, and then ranks each company relative to all others on a weekly basis. In both bull and bear markets, the wRatings system has never failed to out-perform the S&P500.

For more information, visit www.wratings.com or call us at 703.788.6532.

Fortna Inc. 333 Buttonwood Street, W. Reading, PA 19611