



For Immediate Release  
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### **Fortna Named to Supply & Demand Chain Executive 100 List for Third Consecutive Year**

READING, PA (May 8, 2012) – Fortna Inc. is proud to be named to the Supply & Demand Chain Executive 100 list for the third consecutive year. This year's list highlights "100 Great Supply Chain Projects" – supply chain transformation projects that have had a significant impact on their companies.

Fortna was awarded for its work with a major retailer whose distribution centers could not keep pace with the company growth rate of 30 new stores per year. Fortna helped the company remap its distribution process and retrofit its distribution centers, cutting in half the time it took to ship from DC to store and cutting distribution operations cost by \$23 million.

"We are proud that this major distribution transformation project has been recognized by a leading industry journal, like Supply & Demand Chain Executive" said Scott Miner, Group Vice President of Supply Chain Services for Fortna.

"Our goal with this year's '100' is to put the spotlight on successful and innovative transformation projects that are delivering bottom-line value to small, medium and large enterprises across the different functions that comprise the supply chain," said Barry Hochfelder, Editor of Supply & Demand Chain Executive.

The complete listing of the 2012 Supply & Demand Chain Executive 100 award winners is available at [www.SDCExec.com](http://www.SDCExec.com) and will appear in the June 2012 issue of Supply & Demand Chain Executive magazine.

#### **About Fortna Inc.**

For over 60 years, Fortna has partnered with the world's top brands – companies like ASICS, O'Reilly Auto Parts and MSC – helping them improve their distribution operations and transform their businesses. Companies with complex distribution operations trust Fortna to help them meet customer promises and competitive challenges profitably. We are a professional services firm built on a promise – we develop a solid business case for change and hold ourselves accountable to those results. Our expertise spans supply chain strategy, distribution center operations, material handling, supply chain systems and organizational excellence.  
[www.fortna.com](http://www.fortna.com)

#### **About Supply & Demand Chain Executive**

Supply & Demand Chain Executive is the executive's user manual for successful supply and demand chain transformation, utilizing hard-hitting analysis, viewpoints and unbiased case studies to steer executives and supply management professionals through the complicated, yet critical, world of supply and demand chain enablement to gain competitive advantage.  
[www.SDCExec.com](http://www.SDCExec.com).

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