



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

Fortna Named to Supply & Demand Chain Executive 100 List For Fourth Consecutive Year

READING, PA (May 14, 2013) – Fortna Inc. is proud to be named to the 2013 Supply & Demand Chain Executive's list of "100 Great Supply Chain Projects." The SDCE 100 list highlights supply chain solution and service providers whose projects helped their clients by producing measurable gains in ROI through cost-cutting and increased efficiency.

Fortna was awarded for its work with a large apparel retailer who was expecting phenomenal growth and wanted a long-term strategy to support its multiple channels. Fortna helped the company retrofit its existing distribution center so that it can process twice as many orders and fulfill an order in half the time. Most importantly, the retailer has a roadmap for the future and the distribution capacity to take on new brands and products.

"We are proud that Supply & Demand Chain Executive magazine is recognizing one of Fortna's distribution transformation projects and the competitive advantage it has provided our client," said Andrew Breckenridge, Executive Vice President for Fortna.

The complete listing of the 2013 award winners is available at www.SDCEExec.com and will appear in the June 2013 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.

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.SDCEExec.com.

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

###