



For Immediate Release
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Fortna named to Supply & Demand Chain Executive 100 List
Work with Tech Data named as "100 Great Supply Chain Project"

READING, PA (May 19, 2014) – Fortna, the distribution experts, is proud to be named to the 2014 Supply & Demand Chain Executive 100. The SDCE 100 list highlights supply chain solution and service providers whose projects helped their clients by producing measurable gains and return on investment through cost-cutting and increased efficiency.

The winning project includes rolling out a single, integrated software solution across Tech Data Corporation's entire North American distribution network. Fortna's Warehouse Control System – FortnaWCS™ -- was at the core of the solution. FortnaWCS™ is a software application that optimizes the flow of activity in a distribution center, maximizing the efficiency of the material handling systems and the warehouse associates.

"It is an honor to be recognized for our joint project with Tech Data," said Andrew Breckenridge, executive vice president at Fortna. "It is a testimony to the business results achieved by the project and the positive impact it has had on Tech Data's customers."

"Committed to providing the best customer experience for our partners, this project provides better service levels and a more efficient way of doing business," said Darryl Branch, senior vice president, Logistics and Integration at Tech Data. "We thank Fortna for their partnership throughout the project."

The complete listing of the 2014 award winners is available at www.SDCExec.com and will appear in the June 2014 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 Advance Auto Parts, J.Crew and Pick n Pay – 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, organizational excellence, and warehouse control software.

About Tech Data

Tech Data Corporation is one of the world's largest wholesale distributors of technology products, services and solutions. Its advanced logistics capabilities and value added services enable 115,000 resellers to efficiently and cost effectively support the diverse technology needs of end users in more than 100 countries. Tech Data generated \$26.8 billion in net sales for the fiscal year ended January 31, 2014. It is ranked No. 119 on the Fortune 500® and one of Fortune's "World's Most Admired Companies." To learn more, visit www.techdata.com, or follow us on Facebook and Twitter.

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