



For Immediate Release
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Fortna Positions its Management Team for Further Success in the New Decade

NASHVILLE (January 6, 2010) – Fortna positions for the next decade of success as executive management team is updated. Peter Counihan moves up from his current twenty year position as President, to Chairman and CEO of Fortna Inc. John A. White III is promoted from Executive Vice President to President. The Chairman of the Board for the past 17 years of success, Peter Gould, will continue to serve as a Director of Fortna.

“John’s experience and past leadership within Fortna, plus his proven track record and strategic thinking for our clients, strengthen our already solid firm for the future,” stated Peter Counihan. “He will sustain Fortna’s unique approach to supply chain projects that guarantees the business case and drives Fortna’s growth – even during tough economic times. I also wish to commend Peter Gould for his years of service to Fortna. His valued input will continue our history of ten-fold revenue growth during his tenure as Chairman,” he continued.

“Supply chain leaders count on Fortna to deliver their business case and I am proud to lead our team into the future by continuing our focus on achieving clients’ business goals in every project,” stated John White. “As we move into the next decade, I will retain and encourage Fortna’s core values as instilled by Peter Counihan. Our clients will continue to see the benefits they have come to expect from Fortna: solutions that reduce their costs, increase efficiency and optimize their profitability,” he said.

John White will manage US and Canadian operations and personnel as well as participate in all strategic matters for the firm outside of North America.

Peter Counihan will maintain an active role within Fortna and continue his focus on business strategy and industry relationships. He will also work with Albert Avalos to continue development of Fortna’s services and market expansions into Latin America and new geographies. Albert will continue as Executive Vice President and sponsor for certain U.S. clients.

Additionally, Mike Dunn was appointed to the position of Group Vice President of Sales. David Farmer and Mike Dunn will jointly manage US and Canadian sales and marketing activities for Fortna.

About Fortna Inc.

Fortna designs, implements and supports business solutions to optimize your supply chain. With Fortna’s client focused approach, you have a partner who acts and thinks like you do. 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 justified. We are honored that supply chain leaders are adopting our model. www.fortna.com