



Enterra Solutions Repeats as CGT Editors' Pick Selection: Company Recognized for Supply Chain Optimization Solutions

Newtown, PA (February 7, 2012) – For the second straight year, Enterra Solutions, LLC, has been selected as one of 25 companies featured in the Editors' Pick section of *Consumer Goods Technology (CGT) Readers' Choice Issue*. This annual benchmark issue draws on feedback from consumer goods executives to rank service and solution providers in multiple supply chain categories and has an omnibus category entitled "Editors' Picks" for "companies [that] do not fit snugly into any one group due to their size or focus." The Editors' Pick section recognizes companies "that are poised to make a substantial impact on the consumer good market with innovative yet necessary tools."

Enterra was selected by CGT for its continued work in the supply chain optimization sector. This year, Enterra was recognized for its **Pre-Inventory Prediction (PIP) Module**, which it developed with Conair Corporation. "After last year's recognition, Enterra Solutions remained on our scope for its continued efforts to create innovative solutions for pressing supply chain challenges," noted Alliston Ackerman, Editor of *CGT*. "Enterra continues to fill a need in the enterprise software market and it deserves greater attention. We look forward to following Enterra Solutions in its future endeavors." The article announcing Enterra's recognition notes that the PIP module "provides real-time shipping visibility, computes the perturbative effects of transit delays on retailer orders, and allows for dynamic pre-inventory allocations of in-transit inventories, while also achieving available-to-promise functionality."

According to Jon Harding, Conair's Global Chief Information Officer, "The PIP Module will enable Conair to increase its supply-side visibility and to calculate potential effects of shipping delays on customers." Harding went on to explain, "This solution from Enterra allows us to have much greater visibility into our supply chain and also gives us the ability to dynamically allocate inventories to mitigate the effects of delays on customers. The results will be increased customer satisfaction while reducing operating costs and avoiding potential compliance chargebacks."

Stephen DeAngelis, President and CEO of Enterra Solutions stated, "We are extremely honored to receive this recognition for a second straight year. Conair has been and continues to be a great co-development partner. In 2012, we will continue to expand the functionality for PIP and deliver a comprehensive new module for supply chain network visibility and coordination. This new module will be entitled **Global Network Synchronization** and will blend our PIP, Compliance and Holistic Planning capabilities into a new leading edge solution for consumer products, manufacturing, and retail industries."

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Additionally, Enterra is bringing to market a suite of leading market sensing and execution capabilities for Predictive Analytics and Insights on Downstream Market Data and Demand Generation. Enterra also offers a Master Data Intelligence™ Solution that complements traditional Master Data Management systems by making them more efficient and effective.

About Enterra Solutions, LLC

Enterra Solutions, LLC, is a Cloud-Based, Supply Chain, Solution-as-a-Service (SaaS) firm that helps organizations solve complex supply chain execution problems using a Sense, Think/Learn, Act™ platform to achieve real-time data sharing and analytic insights. Enterra's cloud-based, Solution-as-a-Service (SaaS) approach helps organizations continually improve their process execution and capitalize on new demand generation opportunities – making them more efficient and profitable. For more information about Enterra Solutions, please visit www.enterrasolutions.com.

About Conair

Conair is a developer, manufacturer and marketer of health and beauty products and kitchen and electronic appliances. Since its founding in 1959, the company has become a leading manufacturer of nationally branded personal and health care small appliances. Today, divisions of Conair are among the most recognized and respected brands in small kitchen appliances and cookware. The company's domestic and international divisions offer a diversified mix of professional and consumer products under their own brand names and private labels. Conair brands are quickly becoming household names around the world. Conair is headquartered in East Windsor, New Jersey, with sales and marketing offices in Stamford, Connecticut. The company has large distribution centers in East Windsor, Phoenix, Arizona and a manufacturing facility in Rantoul, Illinois. Conair product lines include: Interplak®, Travel Smart® by Conair, Allegro Mfg. Inc., Scünci®, ConairPRO, BaBylissPRO®, Forfex®, Satin Smooth®, One 'n Only, Jilbere de Paris, ConairPRO™ PET, Rusk, Cuisinart®, and Waring®.

About Consumer Goods Technology

CGT (Consumer Goods Technology) magazine is the leading resource for consumer goods executives looking to improve business performance. Delivering content in print, online, and face-to-face, CGT reaches an audience of more than 54,000 consumer goods executives ranging from managers and directors to the VPs and CIOs. CGT also covers all major segments of the consumer goods sector, including Food, Beverage, Packaged Goods, Consumer Electronics and Footwear. For more information on CGT, visit <http://consumergoods.edgl.com/home>.