

Contact:
Mike McDonald, Prime Advantage
312.601.3110
mmcdonald@primeadvantage.com

Contact:
Peter Wiltjer, PWMG, Inc.
630.701.3363
petew@pwmginc.com

Prime Advantage's President and CEO Named a "Pro to Know" by *Supply & Demand Chain Executive* Magazine

Louise O'Sullivan Recognized for Outstanding Leadership of Buying Groups that Serve Manufacturers and Law Firms

CHICAGO, February 2, 2011 - Prime Advantage, the leading buying consortium for midsized industrial manufacturers, announced that President, CEO and Founder Louise O'Sullivan has been named a 2011 [Supply & Demand Chain Executive "Provider Pro to Know."](#) This is the third consecutive year that O'Sullivan has been named a Pro to Know by the respected trade magazine's editorial selection committee. The magazine announced the annual listing of Pros to Know in its February/March 2011 issue.

The Provider Pros to Know is a listing of individuals from a software firm or service provider, consultancy or academia who have helped their supply chain clients or the supply chain community at large prepare to meet the significant challenges in the year ahead.

"Our annual list of Provider Pros to Know highlights the many thought-leaders who are helping to shape the supply chain industry and advance Supply Chain as a respected discipline in the enterprise," said Barry Hochfelder, editor of *Supply & Demand Chain Executive*. "Their efforts in developing the tools, processes and knowledge base necessary for supply chain transformation, and in promoting new approaches to supply chain enablement, have earned them a place on this year's Provider Pros listing."

As founder and CEO of Prime Advantage, O'Sullivan's vision of providing procurement and sourcing benefits to midsized manufacturers has provided a much-needed cushion of stability for the group's 700+ members, enabling these companies to enjoy a competitive advantage usually reserved for *Fortune 500* companies. In addition, Prime Advantage launched a new service in 2010, [Prime Advantage Legal](#), which is designed to bring the valuable savings programs and expertise of the firm's supplier network to the legal community.

The competitive pricing, volume-based rebates, value-added services and breadth of supplier categories offered to members of Prime Advantage are proven to help companies run more efficiently, be more profitable and even improve business networks.

"This recognition is really a sign that the vision for Prime Advantage and its ability to provide strategic sourcing benefits to our members continues to add value," said O'Sullivan. "Our members and endorsed suppliers continue to form strong partnerships that create long-term cost reduction and increased profitability for them."

The full listing of the 2011 Pros to Know will be available in the February/March 2011 issue of *Supply & Demand Chain Executive* magazine and e-book beginning in early March and on the *Supply & Demand Chain Executive* Web site at SDCExec.com/2011Prostoknow.

Since its inception, Prime Advantage has returned more than \$100 million in rebates and discounts to its members. These real savings are helping U.S. companies gain a powerful competitive advantage.

###

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. See more on the web at www.SDCExec.com.

About Prime Advantage

Founded in 1997, Prime Advantage is a buying consortium for industrial manufacturers with more than 700 members and more than 125 endorsed suppliers. For more information on Prime Advantage, visit the website at www.primeadvantage.com.