

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

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

Prime Advantage Named to *Supply & Demand Chain Executive* 100

CHICAGO, May 5, 2011 - Prime Advantage, the leading buying consortium for midsized manufacturers, announced that it was named to the tenth-annual listing of the [*Supply & Demand Chain Executive* 100](#).

Ten years ago, *Supply & Demand Chain Executive* announced its first "100" list of supply chain solution providers, consultants and other organizations that were helping lead the way in transforming companies' supply and demand chains. This year the magazine focused the criteria for its "100" feature on supply chain transformation projects that have had a significant impact on the companies going through the implementations.

Prime Advantage was selected as a top 100 supply chain transformation project based on its case study illustrating its role in helping one of its member companies, Ultrafryer Systems, save more than \$25,000 annually in sourcing and supplier identification and management costs, through the Prime Advantage semi-annual conference platform. Also, in partnering with one of Prime Advantage's Endorsed Suppliers, the San Antonio-based manufacturer was able to lower product development costs by 30 percent, as well as lower warranty costs and improve product performance.

This is the third consecutive year that Prime Advantage has been named to the *Supply & Demand Chain Executive* 100.

Prime Advantage has continually leveraged the strategic sourcing and procurement component of the supply chain as an opportunity to identify cost savings for its member companies. Since 1997, Prime Advantage has paid more than \$110 million in rebates and discounts to its member companies, which span many different manufacturing sectors. By leveraging the collective purchasing power of more than 700 members, Prime Advantage's approach for small and midsized manufacturers has delivered value throughout the extremes in economic cycles.

"We're thrilled to be recognized once again as a leader in the strategic sourcing and cost reduction space for mid-market manufacturers by *Supply & Demand Chain*," said Louise O'Sullivan, founder, president & CEO of Prime Advantage. It validates our vision, which is to be the most valuable resource and network in manufacturing, by providing best in class suppliers along with a cost reduction platform that enhances their business."

"With this year's *Supply & Demand Chain Executive* 100, we are featuring '100 Great Supply Chain Projects' that demonstrate the broad spectrum of opportunities for enabling excellence in the supply chain," said Andrew K. Reese, editorial director of *Supply & Demand Chain Executive*.

Through an online submission process, *Supply & Demand Chain Executive* collected information on supply chain transformation projects, including information on the objectives, scope, timeline and results of the project. The submissions were evaluated by the magazine's editorial staff primarily based on: ambitiousness/scope of the project; creative application of technologies/solutions/services used; extent of the business results/impact; and clarity of submission.

"Our goal with this year's '100' is to put the spotlight on successful and innovative transformation projects that are delivering bottom-line value to small, medium and large enterprises across the different functions that comprise the supply chain," said Barry Hochfelder, editor of *Supply & Demand Chain Executive*. "The projects featured in the '100' article can serve as a roadmap for supply chain executives looking for new opportunities to drive improvement in their own operations."

After receiving nomination forms, the *Supply & Demand Chain Executive* editorial staff identified applicants that best fit the stated criteria for the "100." Final recipients are featured in the cover story of the June 2011 issue of *Supply & Demand Chain Executive*, and online at www.SDCExec.com/SDCE100.

###

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 120 endorsed suppliers. For more information on Prime Advantage, visit the website at www.primeadvantage.com.