

RockBlocks CEO David Diamond to Present at Dow Jones VentureWire Web Ventures 2008 Conference

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WAYLAND, Mass., -- March 19, 2008 -- David Diamond will provide an overview of the sourcing and operational challenges facing retailers in global market and how RockBlocks is uniquely positioned to address these issues at the Dow Jones VentureWire Web Ventures 2008 conference. Attendees will see how RockBlocks, through broad disintermediation, contributes to the efficiency, revenues, margins and profitability of retailers by increasing imports, expanding private brand programs and streamlining sourcing operations. In addition, Diamond will discuss where RockBlocks fits into the global trade management landscape and share specific customer results and ROI metrics.

About RockBlocks Group, Inc.

RockBlocks® is a complete global trade management solution that allows retailers to accelerate, automate, streamline and optimize their supply chain, from product design to delivery. RockBlocks'® Web-based, collaborative platform enables retailers to visualize the entire sourcing pipeline at a granular level, with data presented any way it is required. RockBlocks'® powerful process engine is a tool that drives efficiency throughout the entire organization yielding both qualitative and quantitative ROI. RockBlocks® has a dramatic impact on overall profitability and top-line growth. Customers including JCPenney, Staples, Bon-Ton, Argos, Home Depot, Target, Hanes, Payless and Macy's leverage RockBlocks® solutions to drive product innovation and speed to market; lead cycle and expense reduction; and operational efficiency and productivity improvements. RockBlocks® users source over \$100B in goods from 50+ countries; manage 40M+ stockkeeping units; track 2M+ containers around the world; plan and monitor 100K "critical path" events; provide production visibility and support into 75K suppliers; product managers; merchants; logistics planners; financial managers; agents; factories, service providers and financial institutions. RockBlocks® is the most widely deployed solution in the industry and is used by three of the top ten largest retailers, six of the fifty largest retailers and seven of the world's fastest-growing retailers.

RockBlocks is headquartered outside of Boston in N. Billerica, MA and supports operations throughout North America, South America, EMEA and Asia.

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