

## RockBlocks Hires Lars Rohrberg as Vice President of Sales

*Seasoned Retail Executive Leads RockBlocks' Sales to Meet Industry Demand for Agile, Green, and Efficient Global Sourcing and Trade Management Solutions*

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WAYLAND, Mass.—April 14, 2008 - RockBlocks Group, Inc., the leading provider of global sourcing and supply chain solutions for CPG, grocery, electronics, department & specialty stores, branded apparel and footwear, today announced the appointment of Lars Rohrberg as Vice President of Sales. Rohrberg has an extensive background in business development, strategy, sales and alliances with a focus on retail supply chain, global sourcing and global trade management. Rohrberg will manage RockBlocks' sales and presales, cultivate new leads, build out channel alliance partners and work closely with marketing on new strategic initiatives. Rohrberg's leadership will be key in expanding RockBlocks' role as retailers look for new solutions to meet their dynamic business challenges.

Since the formation of RockBlocks Group, Inc. in December 2007, the company has nearly doubled in size, closed several large deals and is in the process of expanding operations internationally, all fulfilled without a formal sales organization. "We identified an individual who could drive our sales program, build our sales team and bring us to the next level as we pursue the full range of expansion initiatives. RockBlocks already has the deepest market penetration and the addition of Lars will help us expand into new market segments and verticals. This will be crucial to the company's overall strategy of providing recession-proof, green supply chains," said CEO David Diamond.

Rohrberg brings more than two decades of experience in supply chain solutions. He has held senior level positions with Oracle, Retek and Syncra Systems and has worked with some of the world's largest retailers. Rohrberg comes to RockBlocks from Oracle, where he was a senior business development manager with the Oracle Retail Global Business Team.

Rohrberg looks forward to building lasting customer relationships and improving the efficiency of client supply chains for retailers world-wide. "As Vice President of Sales, Lars will lead our sales teams and expand our presence in multiple retail and manufacturing verticals. We are very excited to have Lars join our team. He is a proven winner, highly motivated, and ethical, with a strong desire to serve the needs of our customers and our growing marketplace. Through Lars, we are really looking forward to delivering profound and enduring value to global retailers in the next decade," said Diamond.

## About RockBlocks

RockBlocks(R) is a complete global trade management solution that allows retailers to accelerate, automate, and optimize their supply chain, from product design to delivery. RockBlocks'(R) 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'(R) powerful process engine is a tool that drives efficiency throughout the entire organization yielding both qualitative and quantitative ROI.

RockBlocks(R) 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(R) solutions to drive product innovation and speed to market; lead cycle and expense reduction; and operational efficiency and productivity improvements.

RockBlocks(R) users source over \$100,000,000,000 in goods from 50+ countries; manage 40,000,000+ stock keeping units; track 2,000,000+ containers around the world; plan and monitor 100,000 "critical path" events; provide production visibility and support into 75,000 suppliers; product managers; merchants; logistics planners; financial managers; agents; factories, service providers and financial institutions. RockBlocks(R) 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. More information can be found at [www.rockblocks.com](http://www.rockblocks.com).

Web site: [www.arigo.com](http://www.arigo.com)

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