

PRESS RELEASE

Donny Askin, CEO of Arigo, Named 2011 “Pro to Know” by Supply & Demand Chain Executive Magazine

N. Billerica, MA – February 3, 2011 – Supply & Demand Chain Executive Magazine announced Donny Askin, CEO of Arigo, as a 2011 Provider Pros to Know in their annual listing of top supply and demand chain industry professionals.

Supply & Demand Chain Executive Magazine, the executive's user manual for successful supply and demand chain transformation, announced this week its 11th annual listing of Provider Pros to Know in the supply chain industry. 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 coming year. Donny Askin joins this elite group of Provider Pros to Know.

"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 to Know listing."

The selection criteria for a Provider Pro to Know includes insight from nominees defining key supply chain challenges facing his/her customers in the year ahead, how the nominee is working with them to meet those challenges, and opinions and advice for how supply chain, as a function, can better align with a company's broader corporate strategy.

"An ever-present challenge facing Arigo's customers, and retailers in general, is maintaining efficient and effective collaboration with their trading partners. Collaboration, internally and externally across trading partners and factories, is crucial in order to successfully identify and resolve product failures early in the supply chain," said Donny Askin. "Arigo helps its customers utilize technology to gain more visibility into vendor and factory information and track product at key milestones to assure quality is upheld throughout the production process. Arigo's Enterprise Collaboration tools enable its customers to capture collaborative sessions, and attach each session to the item's work order, purchase order, etc., to provide an auditable trail of the product as it travels through the development cycle," said Askin.

The full listing of the 2011 Pros to Know will be available in the February/March 2011 print issue of Supply & Demand Chain Executive Magazine and is currently listed on the Supply & Demand Chain Executive website at SDCExec.com/2011Prostoknow.



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. Supply & Demand Chain Executive is a publication of Cygnus Business Media. On the Web at www.SDCExec.com and on smartphones and tablets at www.SDCExec.com/mobile.

About Arigo

Arigo is the industry leading provider of Visibility, Intelligence, and Collaboration for retailers and brand owners supporting sourcing and global trade management, from pre-production through delivery. Arigo solutions provide robust functionality supporting milestone tracking, sourcing, costing, trading partner collaboration, and logistics, as well as full supplier and product quality assurance and compliance. Arigo solutions help businesses manage critical information across their organizations through an intuitive, one-stop Arigo Desktop and Arigo Mobile Desktop, which provides access to all of the data, tools, and trade content needed to support global operations. For over a decade, Arigo has helped customers such as JCPenney, The Home Depot, Staples, RadioShack, Timberland, and many others drive world-class, private label organizations. To learn more about Arigo's Suite of time-tested, best practice Sourcing and Global Trade Management solutions, please visit www.arigo.com.

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