

Supply & Demand Chain Executive Names RockBlocks Among Top 100 to Lead Transformation of Companies' Supply and Demand

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WAYLAND, Mass., -- July 30, 2008 – RockBlocks, Group, Inc., a leader in global sourcing and supply chain solutions for consumer packaged goods, grocery, electronics, department & specialty stores, branded apparel and footwear retailers, today announced that Supply & Demand Chain Executive (S&DCE) magazine has named RockBlocks to the prestigious 2008 S&DCE 100. The theme of the 2008 list is the “next wave” of supply chain innovation. RockBlocks was recognized for demonstrating leadership in providing technology and best practices that support an environmentally and socially responsible supply chain. The magazine, referred to as the executive’s user manual for successful supply and demand chain transformation, published the 2008 S&DCE 100 list in its June/July 2008 issue.

The 2008 S&DCE 100 are supply chain solution and service providers with unique software, solutions and/or services that address customers’ current and future supply chain challenges. The goal with the “100” is to highlight a broad range of solutions and services targeted at a variety of industries that are addressing the needs of companies of varying sizes, and assisting in the transformation of the diverse mix of functions that make up the supply chain.

“RockBlocks’ leadership as a global trade management solution provider that helps organizations implement and sustain an environmentally and socially responsible supply chain has made the company stand out among its peers,” said Andrew K. Reese, editor of Supply & Demand Chain Executive. “Companies like RockBlocks are truly part of the ‘next wave’ in supply chain innovation.”

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. On the Web at www.SDCExec.com.

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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