



Weetabix Selects Manhattan Associates to Support Global Fulfilment Operation

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Breakfast Cereal Manufacturer to Implement Supply Chain Solution at UK Sites

LONDON and ATLANTA — October 24, 2007— Leading supply chain solutions provider, Manhattan Associates, Inc. (NASDAQ: MANH), today announced that The Weetabix Food Company, the UK's foremost breakfast cereal producer, will standardize its distribution operations on Manhattan Associates' global supply chain platform. The solution will be deployed initially at the company's Burton Latimer and Corby sites in the UK.

Weetabix has been producing high quality breakfast cereals since 1932 and its brands include Weetabix, Oatibix, Alpen, Ready Brek and Weetos. Employing more than 2,000 people around the world, Weetabix has operations in the USA, Canada, continental Europe and South Africa.

The decision to select Manhattan Associates' supply chain platform followed a review of Weetabix's existing technology infrastructure. The company was looking for a solution that could serve a multi-site distribution network and offer full inventory visibility. "We chose Manhattan Associates' supply chain platform not only because it met our functional requirements but also because of its widespread adoption by leaders in the food industry around the world," said Richard Martin, chief financial officer of Weetabix.

Allen Scott, UK managing director at Manhattan Associates, commented, "We're delighted that The Weetabix Food Company has chosen Manhattan Associates as its supply chain partner, a decision we believe will further strengthen the position of both companies in the global food industry. We look forward to building a relationship with The Weetabix Food Company that will allow it to improve the performance of its supply chain and to continue to meet and exceed the expectations of its customers around the world."

About Weetabix

For more information, visit www.weetabix.co.uk.

About Manhattan Associates, Inc.

Manhattan Associates® provides global supply chain solutions to organizations that consider supply chain software, processes and technology strategic to market leadership. The company's software portfolio includes five key Supply Chain Solution Suites: Planning and Forecasting, Inventory Optimization, Order Lifecycle Management, Transportation Lifecycle Management and Distribution Management. These solution suites are enhanced by Platform Applications — including Supply Chain Intelligence, Supply Chain Visibility and Supply Chain Event Management — that organize and deliver the information and processes needed to optimize supply chains across functions and locations within and outside an enterprise. A Supply Chain Process Platform provides a unifying architecture that fosters agility and scalability while minimizing solution implementation, evolution and support costs. More than 1,200 customers worldwide use Manhattan Associates' global supply chain solutions to enhance profitability and build sustainable competitive advantage. For more information, please visit www.manh.com.