



Terry Bradshaw, Kevin Nealon to Share Insights on Innovation at Manhattan Associates' Momentum 2007 in Las Vegas

March 19, 2007 12:31 PM EDT

Top Companies to Reveal Best Practices of Global Supply Chains

Atlanta, GA – March 19, 2007 - Leading supply chain solutions provider Manhattan Associates, Inc. (NASDAQ: MANH) today announced that it is kicking off a series of five round-the-world industry conferences on global supply chain innovation with "Momentum 2007 – Value Through Innovation," which will be held May 6-9 in Las Vegas. In addition to this first industry conference, Manhattan Associates will convene similar global meetings in Paris, Sydney, Singapore and Tokyo as the year progresses.

Selected for the innovations they have introduced to the sports and entertainment industries respectively, Football Hall of Famer Terry Bradshaw and *Saturday Night Live* comedian Kevin Nealon will keynote Momentum 2007 and share their personal stories of using new ways of thinking to address familiar challenges.

"The issues companies face with respect to forecasting demand, planning to satisfy that demand and balancing cost and customer service are not new; they have existed since commerce has existed," said Pete Sinisgalli, Manhattan Associates' president and CEO.

"However, increased pressures are being brought to bear as a 'flat world' economy demands decision making with a global view; servicing customers through multiple channels requires collaborative planning and execution; and rising transportation, labor and materials costs warrant new ideas for operating economically. Both Terry Bradshaw and Kevin Nealon are innovators in their fields, who have demonstrated the power of addressing familiar challenges in fresh new ways to change the game," he added.

Bradshaw, co-host and analyst on *Fox NFL Sunday* and today's preeminent NFL studio personality, will outline his ideas on winning, focusing on what makes people successful in the face of disappointment, adversity, and relentless competition. Known as an achiever both on and off the field, Bradshaw will reflect on his personal strategies for persistence and continuous improvement. After being chosen as the first player in the 1970 NFL draft, Bradshaw became one of the most prolific quarterbacks in history, leading the Pittsburgh Steelers to four Super Bowl championships, six AFC championship games and eight straight playoff appearances. A two-time Super Bowl MVP, Bradshaw was inducted into the Pro Football Hall of Fame in his first year of eligibility.

Kevin Nealon is one of the longest-running cast members in the history of *Saturday Night Live*, and is known for such classic characters as the Subliminal Man, Hans and Franz and the Weekend Update anchor. Nealon will explain his approach to creating new and different SNL characters and sketches that keep highly selective audiences coming back for more entertainment. Nealon's unique sense of humor and dry wit garnered him an Emmy nomination as part of the SNL writing team. In his remarks, he will explain how creative minds approach the challenge of innovation. Featured in specials on every major cable network, Nealon is a regular guest with talk show hosts Jay Leno, Conan O'Brien and David Letterman. His film credits include *Roxanne*, *Happy Gilmore* and *The Wedding Singer*, and he can currently be seen in Showtime's critically acclaimed series *Weeds*.

Additional Conference Highlights

Attendees at Momentum 2007 also will hear from leading supply chain thinkers representing multiple industries and disciplines.

- The Momentum 2007 agenda features more than 70 sessions spanning supply chain best practices and leadership solutions. More than half of the sessions will be led by companies utilizing Manhattan Associates' supply chain solutions, industry thought leaders, research analysts or Manhattan Associates solution partners. The remaining sessions will feature Manhattan Associates product experts who show customers how to optimize the performance and benefits of their supply chain solutions.
- Topical content on supply chain best practices includes information on how to leverage "Performance Based Logistics" to achieve substantial performance improvements and cost reductions; ideas on how "Flowcasting" can be used to reduce the number of products out-of-stock by as much as 50%; insights on how leaders in different industries have optimized multi-channel supply chains to create measurable competitive advantage; supply chain best practices that apply across industry, company size and organizational structure; and the

results from the latest Global Inventory Management Study that reveal ways companies are synchronizing and integrating their data practices to achieve business goals.

- New research from Industry Directions and the Supply Chain Consortium will reveal supply chain benchmarking insights and best practices from the world's top companies.
- Attendees can learn about complementary supply chain solutions offered by Manhattan Associates' partners in an interactive Solution Showcase featuring Hewlett-Packard, IBM, Microsoft Corporation, CSC Consulting, Dematic, Motorola, LXE, RPE, Vocollect, Accenture, Blue Horseshoe Solutions, DCB and Company, ESYNC, Keogh Consulting, KSA, Lightning Pick, plan4demand, Psion Teklogix, Q4 Logistics, Sedlak Management Consultants, Tompkins Associates, UPS, Wandering WiFi, Wipro Technologies and XCD Performance Consulting.

Registration and information about Momentum 2007 speakers is available at www.manh-momentum.com.

About Manhattan Associates, Inc.

Manhattan Associates® is a leading supply chain solutions provider. The company's supply chain planning, supply chain execution, business intelligence and business process platform capabilities enable its more than 1,200 customers worldwide to enhance profitability, performance and competitive advantage. For more information, please visit www.manh.com.