



Magna Home Entertainment Optimizes Supply Chain Performance With Manhattan Associates

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Australian DVD Distributor Extends Confidence in Manhattan Associates With Supply Chain System Upgrade

SYDNEY, Australia and ATLANTA, Mar 22, 2010 (GlobeNewswire via COMTEX) -- Global supply chain optimization provider, Manhattan Associates, Inc. (Nasdaq:MANH), has announced that Australian customer, Magna Home Entertainment has undergone a significant upgrade of its industry-leading Warehouse Management solution. The renewed investment is testament to Manhattan Associates' growing strength in Australia and across the wider Asia Pacific market.

Magna Home Entertainment, a leading independent DVD distributor in Australia and New Zealand, was the first Australian customer to go live with Manhattan Associates' logistics execution system, Manhattan SCALE(TM): Supply Chain Architected for Logistics Execution when it was made available in the local market in 2006.

Having successfully used Manhattan SCALE to manage its entire warehouse management operations for almost three years, Magna made the decision to upgrade to the latest version of the platform following its recent acquisition by film and television production group, Beyond International. Magna wanted to integrate its warehouse management system with a number of core business systems being used by its new parent company. Among these include its Electronic Data Interchange (EDI) system, which enables group subsidiaries to exchange data electronically with trading partners.

To read the rest of the release, please visit <http://www.manh.com/1290/>.

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About Manhattan Associates, Inc.

Manhattan Associates(R) continues to deliver on its 20-year heritage of providing global supply chain excellence to more than 1,200 customers worldwide that consider supply chain optimisation core to their strategic market leadership. The company's supply chain innovations include: Manhattan SCOPE(R), a portfolio of software solutions and technology that leverages a Supply Chain Process Platform to help organisations optimise their supply chains from planning through execution; Manhattan SCALE(TM), a portfolio of distribution management and transportation management solutions built on Microsoft.NET technology; and Manhattan Carrier Management, a suite of supply chain solutions specifically addressing the needs of the motor carrier industry. For more information, please visit www.manh.com.

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