



## **Video Release -- PUMA Activates the Manhattan Supply Chain Process Platform**

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### **PUMA Joins a List of More Than 35-Plus Manhattan Customers Activating a Platform-Based Supply Chain Strategy**

SAN DIEGO, May 24, 2011 (GlobeNewswire via COMTEX) --

MOMENTUM 2011 -- Manhattan Associates (Nasdaq:MANH) today announced that legendary lifestyle brand PUMA has activated the Manhattan Supply Chain Process Platform, the foundation that seamlessly blends visibility, information and actions across the entire supply chain. The Supply Chain Process Platform provides a single, shared application architecture for all solutions in the Manhattan SCOPE(R) solutions suite, which allows PUMA to accomplish tasks shared across its supply chain optimization network.

A video accompanying this release is available at <http://www.youtube.com/watch?v=ufmrlU3LU>.

The announcement was made at Manhattan's Momentum 2011 conference, currently underway at the Hilton San Diego Bayfront in California.

"Selecting the Supply Chain Process Platform was important for us as we continue to grow the PUMA brand and business," said Helmut Leibbrandt, senior vice president, operations, PUMA North America, Inc. "The platform framework provides us with flexibility to add to our network while also reducing our total cost of ownership."

PUMA will leverage the Supply Chain Process Platform with the Manhattan Warehouse Management solution (WMS), the core solution within the Distribution Management suite of the Manhattan SCOPE solution portfolio. Warehouse Management optimizes every component in PUMA's California distribution center--space, people, inventory and equipment-- to conserve effort, fill orders faster and more accurately, save space and reduce inventory. In addition, Warehouse Management is engineered for optimal collaboration and communication with PUMA's network of suppliers and partners.

The service-oriented architecture of the Supply Chain Process Platform provides the ability to connect WMS and share data and workflows with any added supply chain solutions, to create a holistic supply chain environment.

"PUMA is a signature Manhattan customer and an example of an innovative leader in the apparel industry," said Pete Sinisgalli, president and chief executive officer, Manhattan Associates. "PUMA joins a growing list of Manhattan customers that are activating a unified, platform-based supply chain strategy."

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About Manhattan Associates, Inc.

Manhattan Associates continues to deliver on its 21-year heritage of providing global supply chain excellence to more than 1,200 customers worldwide that consider supply chain optimization 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 organizations optimize 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(TM) , a suite of supply chain solutions specifically addressing the needs of the motor carrier industry. For more information, please visit [www.manh.com](http://www.manh.com).

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