



## Manhattan Associates Revs Up J & P Cycles' Supply Chain for Sturgis Motorcycle Rally "Pop-Up" Retail Location

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ATLANTA, Aug. 7, 2012 (GLOBE NEWSWIRE) -- Global supply chain optimization provider Manhattan Associates, Inc. (Nasdaq:MANH) today announced that J & P Cycles is leveraging solutions from the [Manhattan SCALE™](#) product suite to support the distribution process for its pop-up retail location at the Sturgis Motorcycle Rally, taking place August 6-12 in South Dakota.

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"Partnering with Manhattan Associates allows us the ability to build an accurate and expedient inventory on site at the largest motorcycle rally in the world," said Zach Parham, general manager, J & P Cycles. "We are able to quickly replenish demand and keep our supply chain moving— building and maintaining inventory for approximately 7,000 parts to Sturgis on time, at the right cost and in the right quantity."

Headquartered in Anamosa, Iowa, J & P Cycles sells motorcycle components and accoutrements for the motorcycling enthusiast. J & P Cycles' temporary retail location at Sturgis features a showroom with thousands of motorcycle parts and accessories, including tires, engine components, seats, and anything else a motorcycle rider could want or need.

"J&P Cycles is executing very innovative, strategic thinking with a 'pop-up' supply chain philosophy to support its customers right at Sturgis, where demand is at its highest," said Eddie Capel, president and chief operating officer, Manhattan Associates. "Manhattan SCALE is uniquely suited to support the needs of a temporary retail location, giving a retailer like J & P Cycles the benefit of a storefront with a real time and accurate inventory, without the overhead investment in manual labor it would cost otherwise."

Manhattan SCALE (Supply Chain Architected for Logistics Execution) is a portfolio of distribution management and transportation management solutions built on Microsoft .NET technology designed to be rapidly implemented and deployed to meet the needs of industries such as third-party logistics providers, food and beverage distributors and consumer packaged goods companies.

### *About J & P Cycles*

J & P Cycles is a privately held limited liability company founded by John and Jill Parham in 1979. It sells motorcycle components and accoutrements for the biking enthusiast. The company has three retail outlets: one at "Destination Daytona" in Ormond Beach, Florida, another, which operates during the Sturgis Motorcycle Rally, in Sturgis, South Dakota, and one at J & P Cycles' headquarters in Anamosa, Iowa.

### *About Manhattan Associates, Inc.*

Manhattan Associates continues to deliver on its 22-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®](#), 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™](#), a portfolio of distribution management and transportation management solutions built on Microsoft .NET technology; and [Manhattan Carrier™](#), 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).

CONTACT: Will Haraway  
Manhattan Associates, Inc.  
(678) 597.7466  
[wharaway@manh.com](mailto:wharaway@manh.com)

Amber Rigsby  
Manhattan Associates, Inc.  
(678) 597.6820  
[arigsby@manh.com](mailto:arigsby@manh.com)

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