



## **DemandTec and Winston Weber & Associates Partner to Enhance Retail and Consumer Products Services**

*Retailers and consumer products manufacturers to benefit from synergies between DemandTec software services and Winston Weber management consulting*

**SAN CARLOS, Calif. – July 14, 2009** – DemandTec, Inc. (NASDAQ: DMAN), a leading provider of on-demand optimization solutions for retailers and consumer products manufacturers, today announced an alliance with Winston Weber & Associates (WWA), a management consulting firm that specializes in the retail and consumer products industries. The combination of DemandTec's nextGEN software services, which provide shopper insights at the point of decision, and WWA's category management strategy and business process expertise are expected to help retailers and consumer products manufacturers increase their focus on shoppers in their merchandising, marketing, and supporting activities.

"Optimizing merchandising and marketing to attract and engage the individual shopper has become the Holy Grail for retailers and manufacturers, and the work DemandTec and Winston Weber & Associates are doing together can help these companies improve their position in the marketplace," said Winston Weber, Chairman and CEO of WWA. "Our Shopper Centric Retailing<sup>SM</sup> next-generation merchandising approach is driven by insights that come from DemandTec solutions, and the collaboration with trading partners required to engage and satisfy shoppers is the basis of the DemandTec TradePoint Network. Our joint resources will help drive sales and efficiencies throughout the retail value chain."

Weber gave the keynote address entitled *Shopper Centric Retailing and Trading Partner Collaboration, a new shopper-focused operating model for retailers* at DemandTec's recent [DemandBetter 2009 customer conference](#). At the same conference, DemandTec unveiled its nextGEN software services that combine category and shopper insights to provide a rich understanding of shopper behavior and the ability to leverage those insights to make better business decisions.

"Today's retailers and consumer products manufacturers share a common objective to increase their focus on the shopper. DemandTec's nextGEN software services help our customers enhance their ability to understand shopper behavior and define appropriate merchandising and marketing strategies," said Dan Fishback, President and CEO at DemandTec. "Winston Weber & Associates has a proven track record in areas including strategic planning and retailer/manufacturer alignment, category management and collaboration. Together, we will help companies achieve competitive advantage in the marketplace."

### **About Winston Weber & Associates**

Founded in 1985, Winston Weber & Associates (WWA) is a valuable resource to national and multinational consumer packaged goods manufacturers and retailers from the US, Canada, Mexico, Latin America, Europe, Australia and Asia. WWA has a reputation for having an unparalleled understanding of the consumer packaged goods industry. The organization's areas of expertise include: strategic direction, organization and business process design, customer alignment, category management to shopper insights transformation, marketing/merchandising, skills development, retailer operational efficiency and shopping experience enhancement. The company is headquartered in Memphis, Tennessee. For more information, visit <http://www.winstonweber.com>.

**About DemandTec**

DemandTec (NASDAQ: DMAN) enables retailers and consumer products companies to optimize merchandising and marketing decisions, individually or collaboratively, to achieve their sales volume, revenue, and profitability objectives. DemandTec software services utilize DemandTec's science-based software platform to model and understand consumer behavior. DemandTec customers include more than 195 leading retailers and consumer products manufacturers such as Ahold USA, Best Buy, ConAgra Foods, Delhaize America, General Mills, H-E-B Grocery Co., Hormel Foods, Monoprix, PETCO, Safeway, Sara Lee, The Home Depot, Walmart and WH Smith. Connected via the DemandTec TradePoint Network™, DemandTec customers have collaborated online with over 2.3 million trade deals. For more information, please visit [www.demandtec.com](http://www.demandtec.com).

**DemandTec Safe Harbor**

This press release contains forward-looking statements regarding DemandTec's expectations, hopes, plans, intentions or strategies, including statements about the benefits of DemandTec's solutions. These forward-looking statements involve risks and uncertainties, as well as assumptions that, if they do not fully materialize or prove incorrect, could cause our results to differ materially from those expressed or implied by such forward-looking statements. The risks and uncertainties include those described in DemandTec's documents filed with or furnished to the Securities and Exchange Commission. All forward-looking statements in this press release are based on information available to DemandTec as of the date hereof, and DemandTec assumes no obligation to update these forward-looking statements.

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