



FOR IMMEDIATE RELEASE

Clarkston Consulting Helps Beiersdorf North America, Inc. Position for Growth

Increased efficiencies and visibility to information provide key advantages

DURHAM, NC - April 6, 2004. Clarkston Consulting, a leading management and technology consulting firm, announced today the successful implementation of a common enterprise-wide supply chain process at Beiersdorf North America, Inc., an affiliate of Beiersdorf AG, Hamburg, Germany. Beiersdorf is a leading international branded personal care products company. The new process will streamline and increase business and operational efficiencies throughout the organization.

The implementation of a standardized corporate platform will provide better visibility into Beiersdorf's supply chain and manufacturing operations, as well as improve financial process flow and the ability to more closely align initiatives with future growth.

"The Clarkston team took the time to really understand our business needs," said Greg Richardson, CFO of Beiersdorf North America, Inc. "They embraced our vision, and worked closely with us to increase efficiencies across our organization and to help us build a solid foundation to handle planned growth. We now have the ability to better plan, which is essential to creating a world-class supply chain as we continually strive to improve our ability to service customers and consumers."

As part of the project, Clarkston helped Beiersdorf consolidate its data, and migrate all information onto a common platform to ensure the visibility to data across the organization. The integration of data allows for increased visibility, improved accuracy, and more timely access to information across the supply chain. Additionally, placing orders onto a common system improves the timeliness and accuracy of the order cycle time and the effectiveness of financial processes.

"Our working partnership with Beiersdorf was key to the success of this project," said Jim Stefan, regional managing partner at Clarkston Consulting. "By working together, we were able to focus on those business processes that are critical for anticipating customer demand and servicing customers with increased speed and accuracy."

The system will meet future business needs, handle planned growth, and increase the ability to service customers through increased efficiencies in sales and distribution processes, production planning, and materials management.



About Beiersdorf North America, Inc.

Beiersdorf North America, Inc. is an affiliate of Beiersdorf AG, Headquartered in Hamburg, Germany. Beiersdorf is a leading international personal care products company with the well known brands Nivea, Eucerin, Futuro and Curad. For more information, visit www.beiersdorf.com.

About Clarkston Consulting

Clarkston Consulting is a leading management and technology consulting firm that provides strategic business solutions for clients within the life sciences and consumer products industries worldwide. These market leaders turn to Clarkston to help them bridge the gap between strategy and execution to sustain a competitive advantage. Clarkston is a sought-after business partner because of its recognized industry thought-leadership and superior client relationships, as measured by The Conference Board's survey on client satisfaction. For more information, visit www.clarkstonconsulting.com.

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