



FOR IMMEDIATE RELEASE

Gold Medal Bakery Partners with Clarkston Consulting to Drive Demand Chain Efficiency Through People, Process, and Technology Enhancements

FALL RIVER, MA AND DURHAM, NC — October 7, 2004. Clarkston Consulting, a leading management and technology consulting firm, today announced a partnership with Gold Medal Bakery, New England's leading provider of private-label and branded bakery products, to develop new processes, capture critical information, and enable Gold Medal's mobile workforce with leading-edge handheld devices.

"By giving our salesforce immediate access to business-critical information, it allows them to focus their efforts around revenue generating activities," said Carl J. Culotta, Gold Medal Bakery vice president of sales and marketing. "We are certain that Clarkston Consulting's consumer goods industry knowledge and business expertise will prove a key advantage for driving efficiency throughout the demand chain, while better arming our salesforce."

The handheld devices, which will use Eleven Technology's SMARTselling(TM) application suite, will integrate key data from Gold Medal's core SAP(R) ERP system to produce accurate and paperless customer orders. By having on-demand wireless access to critical data, Gold Medal's salesforce will be able to spend less time manually searching for information, and will be able to enter new data quickly into the handheld devices. The mobile devices will then transmit data to a centralized web-based application to ensure the seamless and immediate integration of data across the enterprise.

The platform on which the devices will run will forecast customer demand based on integrated information, including sales history, POS data, and seasonal promotions. By leveraging this information, the Eleven Technology's SMARTselling(TM) application will actually be able to suggest "Smart" orders on a per-customer basis, and transmit those orders in real-time to the manufacturing system.

"We are very pleased to be working with Gold Medal Bakery on this innovative project," said Michael Fein, managing partner of New England for Clarkston Consulting. "Empowering the field sales organization with accurate and immediate information will enable Gold Medal Bakery to better serve their customers, and create a more customer-intimate experience to meet individual demands."



The handheld interfaces will enhance visibility into the supply chain, thereby increasing order speed and efficiency, reducing out-of-stocks and excess inventory, and ensuring inventory accuracy. The device will be enabled to send automated delivery reminders and verify orders before shipments occur.

“Working together with Clarkston, Gold Medal will be able to go beyond industry standards in order to achieve maximum customer satisfaction and company performance levels,” said Eleven CEO, Tim Curran. “We are happy to be a part of this strategic partnership.”

About Gold Medal Bakery

Gold Medal Bakery, based in Fall River, MA, is the Northeast’s leading provider of private-label and branded bakery products, including breads, bagels, rolls and English muffins. Founded in 1912, the privately-held company has continued to operate as a family-owned business. For more information, visit www.goldmedalbakery.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.

About Eleven Technology

Eleven Technology is the leading provider of mobile workforce effectiveness solutions. The company’s SMARTselling(TM) and SMARTretail(TM) software products provide intelligence that actively helps mobile sales and field representatives win at the “moment of truth” in the field. Eleven’s solutions are currently deployed by several Fortune 500 companies in the consumer packaged goods industry, helping increase speed-to-shelf for new product introductions, ensuring retail execution and trade promotion compliance, as well as filling distribution voids and reducing out-of-stocks. For more information, visit www.11.com.

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