



FOR IMMEDIATE RELEASE

John Rossi Joins Clarkston Consulting's Consumer Products Practice

Rossi brings more than 20 years experience working with leading-edge global retail clients

DURHAM, NC — October 28, 2004. Clarkston Consulting, a leading management and technology consulting firm, announced today the appointment of John Rossi as a Strategic Services senior leader in its Consumer Products practice. Mr. Rossi, who resides in Chicago, IL, has more than 20 years experience working with Global 2000 consumer packaged goods and retailing companies as a consultant and business strategist.

"We are very excited to have John join our Consumer Products team," said Thomas Bornemann, Managing Partner of Clarkston's Consumer Products practice. "His extensive knowledge of the dynamic retail space and demonstrated ability to align strategy with business goals will be invaluable as we work with clients to create roadmaps to improve demand planning execution, and move them towards a customer-centric delivery model."

Mr. Rossi will bring his expertise to helping refine Best Practices around integrating supply and demand chain functions. "Before implementing any technology or business process changes, it is vital to engage in a strategic analysis to define the goals and expected return on investment," said Rossi. "The value of leading-edge technologies such as RFID will have long-term benefits that can be achieved through strategic approaches to executing and delivering on internal process improvements."

Prior to joining Clarkston, Mr. Rossi served as Vice President of Strategic Solutions at W. Capra Consulting Group. He also held executive leadership roles at I-many, ZEFER and CoVanSys. He has worked with many leading organizations including Con Agra, Anheuser-Busch, Proctor & Gamble, The Limited, McDonald's and Sears. Mr. Rossi has been published extensively in major publications such as Consumer Goods Technology, Chain Store Age and Nation's Restaurant News. He is an accomplished speaker, chairing panels and presenting research at national retail and consumer goods conferences through organizations including the National Retail Federation and the National Association of Convenience Stores.

Mr. Rossi earned a B.S. in Business Administration from Duquesne University, where he also taught Quantitative Analysis courses in the MBA Program.



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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