



Press Release

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ESYNC Enters Third Phase of Project with Associated Wholesale Grocers - Deployment of a New Supply Chain Solution!

Toledo, Ohio, February 22, 2006 – ESYNC, a leading supply chain consulting firm, has been selected to continue its strategic supply chain consulting work with Associated Wholesale Grocers (AWG). ESYNC has been working with AWG since early 2005 beginning with requirements definition, evaluation and selection of software, the project roadmap and now the implementation phase. The Supply Chain software selected for the implementation includes:

- Warehouse Management System (WMS)
- Transportation Management System (TMS)
- Labor Management System (LMS)
- Slotting
- Event Management

The implementation phase includes rollout to each of AWG's seven distribution centers, which deliver to 2,246 retail outlets, including nonmember customers of its wholly owned subsidiary, Valu Merchandisers Company. The new solution replaces AWG's current legacy systems and will provide visibility and access to real-time information, enabling AWG to better serve its retail customers.

Rich Vastine, Corporate Director of Industrial Engineering for AWG, says, "ESYNC added solid value to our process. Their detailed understanding of system requirements and knowledge of industry best practices really fit our needs."

ESYNC Principal and Co-founder, John Sidell, says, "The AWG team is committed to their clients and it has been a pleasure to work with them throughout these projects. They have the resources in place to be successful and we look forward to helping them achieve their goals on this next phase of the engagement."

ABOUT ASSOCIATED WHOLESALE GROCERS (AWG)



AWG is the nation's second largest retailer-owned grocery wholesaler in the United States and serves more than 1,500 member stores in a 21-state distribution from seven distribution centers that total more than 5 million square feet. These include facilities in Kansas, Missouri, Oklahoma, Tennessee and Mississippi.

ABOUT ESYNC

ESYNC specializes in providing strategic supply chain consulting and execution services such as operations consulting, facility engineering, RFID deployment and systems integration services for supply chain initiatives. ESYNC's staff offers a unique blend of operations knowledge, engineering discipline and information technology expertise not found in traditional consulting firms. ESYNC has the resources and expertise to deliver on small, focused projects as well as larger scale, complex implementations. For more information, e-mail darcy.powell@esync.com, telephone 419.842.2210 x.22, or visit www.esync.com.