

BRISTLECONE LABS SELECTED AS 2007 SAP® PINNACLE AWARDS FINALIST

Milpitas, CALIF. – May XX, 2007 – Bristlecone, a leader in helping clients maximize the strategic value of their supply chains, today announced that Bristlecone Labs, a division of Bristlecone, has been named a finalist in the SAP® Pinnacle Awards Program. This [SAP Global Partner](#) award program was established by SAP (NYSE: SAP) to recognize partners who have excelled in their partnerships and in developing mutual business opportunities through high quality products, solutions, and services to SAP customers. Other Pinnacle Award finalists include Accenture, Adobe, Bearing Point, Intel, Microsoft, and Wipro Ltd.

"Bristlecone is honored to be selected as a finalist in the Pinnacle Awards competition," said [Ashok Santhanam](#), president and chief executive officer of Bristlecone. "We look forward to continuing to deliver compelling business value to the SAP community through our [supply chain consulting](#), systems integration, and BPO services, as well as our integration and SAP NetWeaver® certification services."

Bristlecone is a finalist in Software Solution Leadership under the Platform Ecosystem category. The Pinnacle Awards are considered one of the highest endorsements SAP can give to its global partners.

About Bristlecone

Bristlecone, (www.bcone.com) is a leading consulting firm focused on helping clients maximize the strategic value of their supply chains. Across over 100 engagements ranging from [supply chain strategy](#) and network design to supply chain system implementations, Bristlecone clients have realized the promise of the Bristlecone Advantage: value through focus; first-hand, real world experience; focus on business results; rapid time to value; and full accountability through fixed fee/fixed time service delivery. Headquartered in Silicon Valley, CA, Bristlecone helps clients across North America, Europe and the Asia/Pacific regions realize high business impact from improved [supply chain planning](#), [sourcing](#), [execution](#), [analytics](#), and [data management](#), and has been continually acknowledged by industry analysts as a leader in solutions for the extended supply chain. [Bristlecone clients](#) include globally recognized companies such as ABB, Applied Materials, Exxon/Mobil, Freescale Semiconductor, HP, Mahindra & Mahindra, Nike, Qatar Petroleum, Ranbaxy, Silicon Labs, Sony, Unilever and Whirlpool.

For more information please visit www.bcone.com.

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