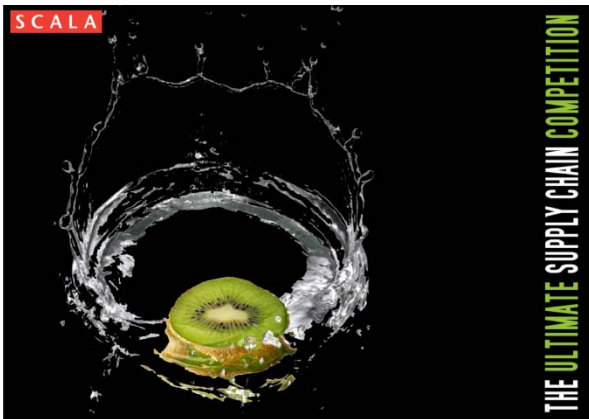


Press Release

Two Key Logistics Events to take place in Wroxall Abbey, Warwickshire on 8 July

- Fresh Connection Finals following 6-week role play competition to run fictitious company
- SCALA Logistics Debate on supply chain collaboration, featuring prominent speakers



Warwick, 28 June 2010 – Two key logistics events will take place in the superb grounds of Wroxall Abbey, Warwickshire, on Thursday, 8 July 2010. Sponsored by AEB (International) Ltd and organised by SCALA Consulting, the SCALA Logistics Debate 2010 and the Fresh Connection Finals will provide superb networking opportunities. Attendees will hear how companies are collaborating across the supply chain and find out how supply chain improvements are affecting on-shelf availability.

From 6.30pm to 9.30pm, the SCALA Logistics Debate will feature prestigious guest speakers, including

- Duncan Lowe, Supply Chain Director, Pepsi Co
- Neil Ashworth, Supply Chain Director, Tesco.com
- Keith Newton, Customer Logistics Director, Cadbury

The debate will focus on topics such as supply chain collaboration and the effects of supply chain improvements on on-shelf availability. The debate will be followed by a summer evening event, offering further opportunities for supply chain professionals to meet and discuss important industry issues. AEB (International) Ltd will be part of the SCALA Logistics Debate as a sponsor with forum stand representation.

During the day, and preceding the debate, the Fresh Connection Finals will be the culmination of an innovative supply chain competition that has been running since April 2010. This online role-playing competition is the first of its kind in the UK, designed to test best industry practice and provide logistics strategy training.

Over six consecutive weeks, competing teams have been trying to improve the financial figures of a fictitious fruit juice producer, "The Fresh Connection", and ensure solid, stable development and growth for the company. On 8 July, the finalists will play three further rounds of The Fresh Connection at Wroxall Abbey. The winning team will become UK Supply Chain Champions 2010 and receive Platinum tickets to the 2010 British Grand Prix at Silverstone.

The Fresh Connection is an excellent learning and development opportunity. It takes just 1 to 2 hours a week over 7 weekly rounds. Many top companies have signed up to this exciting supply chain management competition, including Kraft, Heinz, Cadburys and SAB Miller, to name but a few.

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AEB team members from Stuttgart and Warwick have also been battling in the “Fresh Connection” competition. With a positive return on investment of 10%, the company finished with a solid financial basis (compared to a starting ROI of -11%) and managed to continuously increase its ROI over the six rounds played. The AEB team finished the crucial final round in 4th place out of 11 teams in its group, narrowly missing-out on the opportunity to advance into the Finals.

Nina Hummel from Stuttgart, who played the role of Supply Chain Manager for the AEB team, remarked: "Everyone on the team became aware that small adjustments in one of the company's divisions can have a significant impact on the whole company. For example, the safety stock for finished goods could be reduced drastically, thereby achieving cost savings, if the Operations Manager were to introduce preventive maintenance on his bottling lines to improve production reliability."

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Contacts

For further press information, or interview requests, please contact Andrea Krug, Krug Communications, tel. +44 (0)7740 245 867, email: andrea@krugcomms.com.

To find out more about AEB's supply chain management software solutions or EMCS, please contact AEB (International) Ltd., tel. +44 (1)926 623050, email: info@aeb-international.co.uk.

Notes to Editors

About The Fresh Connection

The Fresh Connection is an internet-based simulation launched in the UK by SCALA Consulting. Conceived, developed and supported by experts in supply chain management, it is a spectacular, educational and enriching management competition. Participating companies form a team that is responsible for the management of the virtual juice producer, The Fresh Connection. The goal is to save The Fresh Connection from collapse. The team must make both strategic and tactical decisions. Each week the intelligent software behind the simulation calculates the consequences of the teams' decisions. The team that scores the highest return on investment is the Supply Chain Champions.

The Fresh Connection started in 2008 as a national competition among more than 1,000 supply chain professionals in the Netherlands. For further details, see <http://www.thefreshconnection.co.uk/>

About AEB (International) Ltd

For over 30 years, AEB has developed highly innovative and adaptable Supply Chain Management solutions as well as cost-effective and secure solutions for Global Trade Management. AEB's services go beyond the “classic” IT outsourcing concept in that they ensure an integrated approach to facilitate and streamline business processes in supply chain visibility and supply chain execution, for example warehouse management, transport management, freight cost automation, customs management, supply chain visibility and compliance. Companies that operate globally are able to use AEB's software to optimise their logistics processes and handle their trade efficiently and securely. Among AEB's 5000+ customers are companies of all industries and sizes, shippers and LSPs. Headquartered in Stuttgart, Germany, and with subsidiaries in Singapore and the United Kingdom.