

PRESS RELEASE

AEB (International) Ltd sponsors Key Logistics Events

- The Fresh Connection Finals and SCALA Logistics Debate, organised by SCALA Consulting
- Wroxall Abbey, Warwickshire, Thursday, 7th July 2011



Leamington Spa, 9th March 2011 – AEB (International) Ltd has announced that it will support The Fresh Connection Competition for the second time and appear on both events, the Fresh Connection Finals 2011 and this year's SCALA Logistics Debate, as a sponsor with forum stand representation. Both events, followed by an evening reception, will take place on Thursday, 7th July 2011 at Wroxall Abbey, Warwickshire.

Organised by SCALA Consulting, The Fresh Connection Finals 2011 are the culmination of an innovative online supply chain management competition designed to test best industry practice and provide logistics strategy training. Starting on 27th April, the competing teams will have six consecutive weeks to improve the financial figures of a fictitious fruit juice producer, "The Fresh Connection", turn the company around and maximise return on investment. On 7th July, the UK finalists will play the last three rounds of the competition at Wroxall Abbey, with the winning team becoming UK Supply Chain Champions 2011.

Also on 7th July, The SCALA Logistics debate will centre on current supply chain trends and feature prominent speakers from leading industries. The debate is followed by a summer evening event, offering further opportunities for top supply chain professionals to meet and discuss important industry issues.

The Fresh Connection UK is now in its second year. It is also being run in the Netherlands, Belgium, Germany, Denmark, USA, Canada, South Africa and Australia, and the International finals will take place in September in Italy. The competition is a platform for increasing knowledge of supply chain strategies and demonstrates the impact of working as a team across the whole supply chain, and the benefits this has on company performance. It takes up just a few hours a week over seven weekly rounds. Many top companies have already signed up for this competition, including Jordans & Ryvita, Tate & Lyle, La Palette Rouge, Kimberly Clark, Cath Kidston, Constellation Brands and Muller Dairies, to name but a few.

- continues -



Mark Brannan, AEB (International) Ltd General Manager, said: “Fresh Connection is a unique, exciting and highly acclaimed business simulation that has proven extremely successful in its first year in the UK, providing real learning and demonstrating the importance of supply chains in the success of a business. We’re proud to be sponsoring this innovative supply chain competition, organised by SCALA Consulting, for a second time and wish all participating teams the best of luck.”

- Ends -

Contacts

For further 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 please contact AEB (International) Ltd., tel. +44 (0) 1926 801 250, email: info@aeb-international.co.uk, or visit AEB’s website at www.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](http://www.scalaconsulting.com). Conceived, developed and supported by experts in supply chain management, it is a spectacular, educational and enriching management competition. Each participating company forms 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 teams 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 become 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

AEB is one of Europe's leading providers of supply chain logistics software and has been delivering solutions to customers for over thirty years. The company has over 6,000 customers worldwide, supported by offices in the UK, Germany, Singapore and the US.

AEB’s core product - ASSIST4 - is the comprehensive solution suite for all logistics processes in global business. ASSIST4 offers a complete set of business services for end-to-end logistics, including international goods movements, making it possible to standardise and automate business processes in



supply chain execution. ASSIST4 also creates transparency and provides a reliable basis for making the right decisions about the planning, monitoring, control and continual optimisation of supply networks - even beyond the boundaries of the business. The ASSIST4 suite offers full functionality via a wide range of modules including Warehouse Management, Freight Management, Transport Management, Customs Management, Monitoring & Alerting and Compliance.