

FOR IMMEDIATE RELEASE



attune Introduces Solution for the Apparel and Footwear Industry in Support of SAP® Solutions at SAPHIRE® 2008 Orlando

Short, Predictably Priced Implementation Reduces Cost and Complexity for Mid-Market Sports, Fashion, Apparel & Footwear Companies

ORLANDO, Fla. - May 5, 2008 – attune today announced a new solution that leverages the power of SAP® solutions and SAP Best Practices, to be introduced at the SAPHIRE® 2008 Orlando conference, SAP's premier business technology event being held May 4-7th. Targeted at mid-sized sports, fashion, apparel and footwear brand owners and manufacturers, the solution addresses industry-specific challenges and accelerates the implementation of SAP applications. The best practices-based solutions can be implemented for a predictable price, offering an option with a lower delivered cost than the traditional implementation approach.

Using the inherent best practices in the SAP Apparel and Footwear application as a foundation, attune has incorporated lessons-learned from multiple on-time, on-budget implementations into the product itself. We do this through a portfolio of pre-packaged templates and accelerators that enable repeatable success — through pre-proven solutions that engineer most of the time-intensive decisions out of the implementation process.

"This new solution can help mid-sized apparel and footwear brand owners and manufacturers obtain the same key functionality and business benefits that larger companies can achieve in their more extensive implementations of SAP solutions-but with a predictable cost and implementation timeframe," said Steve Roach, global director of marketing at attune. "With this solution, based on many years of proven industry experience, customers can begin to see benefits in as little as 16 weeks. The packaged solution was designed to address the base set of essential functionalities needed by fashion brand owners and manufacturers – enabling them to compete in the global marketplace. That functionality includes core process automation, supply chain management, customer collaboration services, and strategic inventory

Roach added that attune continues to offer a full range of custom consulting and applications services, including business transformation, IT transformation, enterprise application implementation, applications management and outsourcing, and applications development, as well as a comprehensive selection of infrastructure and business process solutions. Solely dedicated to the business of fashion – attunes' mission is to make great fashion companies greater.

The industry solution will be demonstrated at SAPHIRE 2008 Orlando and available for conference attendees to review at attunes' booth (#1782).

FOR IMMEDIATE RELEASE



Further Information:

Media Contacts:

Steve Roach
+1 781 962 4416
steve.roach@attuneconsulting.com

About attune

Solely dedicated to the global apparel, footwear, sportswear and fashion industry, the attune group empowers companies at all stages of the fashion value chain to maximize revenue, ROI and supply chain visibility. With over a decade of experience as an implementer of SAP solutions — for manufacturers, brand owners and retailers — its mission is to help make great fashion companies greater. attune's comprehensive offering of full lifecycle services include preconfigured solutions for accelerated implementations of the SAP Apparel and Footwear application. The attune group currently has nine worldwide offices in nine countries. To learn more, visit www.attuneconsulting.com

attune and the attune logo are registered or unregistered trademarks of attune Holding Ltd. in the U.S. and other countries. SAP, SAPPHIRE and all SAP logos are trademarks or registered trademarks of SAP AG in Germany and in several other countries. All other trademarks are the property of their respective owners.