

## **Maxager Technology Announces New Customers Severstal, Timken, WCI Steel and Wheeling Pittsburgh**

*Profit-per-minute approach gains momentum in steel industry*

**New York, NY, Steel Success Strategies XXI Conference** — June 19, 2006 — Maxager Technology, the original provider of velocity-driven enterprise profit optimization solutions, today announced new Maxager 7 customers including Severstal North America ([www.severstalna.com](http://www.severstalna.com)), The Timken Company ([www.timken.com](http://www.timken.com)), WCI Steel ([www.wcisteel.com](http://www.wcisteel.com)) and Wheeling Pittsburgh Steel ([www.wpsc.com](http://www.wpsc.com)).

According to the North American Steel Alliance Inc., there was \$9 billion of consolidation in 2004 and \$30 billion in 2005. With that trend expected to continue in 2006 and as steel companies work through extensive changes in the industry — from mergers and acquisitions to complete organizational restructuring to increasing costs of material goods — one objective remains the same: the need for profitability.

“Steel industry executives have long known that driving profit-per-minute is the key to maximizing earnings and Return on Assets (ROA) for shareholders. But until Maxager came along, there was no practical way for decision-makers to truly control and optimize their product mix and customer mix in ways that would significantly boost profit-per-minute,” said Michael Rothschild, CEO and founder of Maxager. “It is very gratifying to see the positive impact that Maxager 7 has had on our customers’ bottom lines and we look forward to their continued success.”

More information about Maxager 7 can be found at [www.maxager.com/solutions](http://www.maxager.com/solutions).

## **About Maxager Technology**

Founded in 1996, Maxager's patented enterprise profit optimization (EPO) solutions help leading chemicals, metals, electronics and other complex manufacturers such as Dow Chemical Company, Nucor Steel, Owens-Illinois and Siliconware Precision Industries increase cash and profit worth 3-5% of revenue. Uncovering profit gain opportunities that are obscured by traditional "margin only" analysis, Maxager uses both margin and production velocity information to analyze history and generate realistic forward modeling that provides management teams an entirely new level of control over Return on Assets (ROA) — the key driver of shareholder value. Ideal for manufacturers with a wide range of products, customers and assets, Maxager's unique technology calculates precisely how fast each product, customer, or market generates cash and profit from the assets, allowing managers to truly optimize product mix & customer mix profitability, sales & profit planning, strategic pricing, and production planning. New customers typically begin reaping benefits within 60 days. Maxager is headquartered near San Francisco with offices in Europe and Asia. For more information, visit [www.maxager.com](http://www.maxager.com) or +1.888.MAXAGER (+1.888.629.2437) or 1.415.482.1411 (international).

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