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### Media Contact:

Aimee L. Quemuel  
(415) 753-9005  
[aimee@ventajacom.com](mailto:aimee@ventajacom.com)

## **Maxager Technology Expands Worldwide Footprint with New Manufacturing Customers National Starch & Chemical, Ocean Lanka and Thai Plastic and Chemicals**

*Fierce competition, rising costs and focus on performance makes enterprise profit optimization a critical must have*

**San Francisco, Calif.** — September 26, 2006 — Maxager Technology, the creator of velocity-driven **enterprise profit optimization solutions**, today announced new worldwide customers National Starch & Chemical (<http://www.ici.com/ICIPLC/divisions/Starch.jsp>), a New Jersey-based division of the \$11 Billion British chemicals conglomerate ICI Group; Ocean Lanka (<http://www.oceanlanka.com/>), a Sri Lanka-based textile company; and Thai Plastic and Chemicals (<http://www.thaiplastic.co.th/tpc/>), a Bangkok-based manufacturer and distributor of polyvinyl chloride polymer (PVC).

According to recent research, performance insight is the No. 1 concern for business leaders as they strive to improve results and increase the value of their businesses (source: IBM Business Consulting Services 2005 Global CFO Study). This performance-based mindset, coupled with fierce competition and rising costs, is pushing enterprise profit optimization solutions to the forefront of the “must have” list.

“With rising costs and margins often already cut to the bone, manufacturers are looking for new innovative ways to increase shareholder value and profits,” said Michael Rothschild, CEO and founder of Maxager. “Customers and analysts alike have told us that Maxager is the only solution to go beyond the margin-only approach to translate ROA goals into operational decisions that fuel bottom-line, real profits. We

are very excited to enable our customers, for the first time, to control profitability at the most granular level.”

Rather than viewing profitability from a traditional margin-only approach, Maxager combines margin and production velocity information to determine profit-per-minute by product, deal, customer, market, region, salesperson, plant or production line. The resulting information can then be used to guide daily, weekly and monthly operational decisions that ultimately impact corporate profitability and Return on Assets (ROA) goals. More information about Maxager’s solutions 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, Severstal, 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).

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