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***Supply & Demand Chain Executive* Announces Insight Sourcing Group as a part of the
2010 Supply & Demand Chain Executive 100**

Leading Business Magazine Presents Annual Listing of
Innovative Supply and Demand Chain Vendors

Atlanta, GA — May 26, 2010 — *Supply & Demand Chain Executive* Magazine, the executive's user manual for successful supply and demand chain transformation, this week announced its ninth-annual listing of the Supply & Demand Chain Executive 100.

Nine years ago, *Supply & Demand Chain Executive* announced its first "100" list of supply chain solution providers, consultants and other organizations that were helping lead the way in transforming companies' supply and demand chains. This year the magazine focused the criteria for its "100" feature on supply chain excellence and preparing the supply chain for the post-recessionary return to growth.

As a management consulting firm that focuses on strategic sourcing and procurement related services, Insight Sourcing Group is in a perfect position to help companies looking to reduce costs. ISG looks at what a company spends on goods and services, and figures out what areas could see a reduction in expenditures by switching suppliers or renegotiating deals with current suppliers. ISG assists companies with taking the good or service out to bid to multiple vendors, allowing them to see if they are receiving the best pricing or whether they could see a reduction in cost by changing suppliers. ISG helps companies negotiate with potential new vendors and incumbent suppliers to obtain the best possible pricing, thus helping to eliminate the need for headcount reduction.

The use of ISG's services allows companies to bring in a non-biased third party to take the emotional aspect out of dealing with longtime suppliers and makes the process run smoother and more efficiently. Utilizing Insight Sourcing Group's services and solutions, enables companies to not only stay afloat during a recession, but also come out ahead of the competition when the economy starts to improve.

About Insight Sourcing Group

Insight Sourcing Group is a boutique management consulting firm located in the Atlanta, GA metro area. Founded in 2002, the company focuses exclusively on strategic sourcing and procurement-related cost reduction. Led by alumni of top global consulting firms, the company has delivered a 10-30% EBITDA impact for many companies by driving down the cost of the

materials and services they already buy. Insight Sourcing Group has delivered over a 600% one year average ROI for their clients, resulting in a significant earnings impact. To find out more information about Insight Sourcing Group, please visit www.insightsourcing.com or call 770-481-3027. More information about the 2010 *Supply and Demand Chain Executive* 100 selection process and criteria can be found on their website at www.sdexec.com.

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