

IMI Appoints Bob Fedorciow as Vice President, EMEA Field Operations

Turnaround Expert to Drive International Success

MT. LAUREL, N.J. – October 13, 2003 - Industri-Matematik International Corp. (IMI) today announced the appointment of Bob Fedorciow as Vice President for its EMEA (Europe, Middle East and Africa) Field Operations. Fedorciow will oversee IMI's EMEA operations, including sales and consulting services, to provide companies with performance-driven customer fulfillment and replenishment solutions that drive revenue and profitability across their supply chains.

Based in the United Kingdom (UK), Fedorciow will manage IMI's principal operations in the UK, Sweden and the Netherlands. He brings 25 years experience selling enterprise software solutions and managing aggressive revenue and profitability targets, while establishing new operations and offices across EMEA. Fedorciow has held executive leadership roles at a number of publicly-traded enterprise software corporations, successfully transitioning them to their next phase of growth.

"Attracting such a seasoned, skilled executive as Bob Fedorciow to our executive team is a real 'coup' for IMI and demonstrates continued progress in our turnaround strategy," said Timothy Campbell, president and CEO at IMI. "He has significant experience in building and running services businesses, and combines a strong international orientation with success in the enterprise software arena."

Fedorciow generated particular successes in emerging geographic markets and industry sectors by driving major strategic alliances. Breakthrough deals have been a trademark of his leadership over the years. One example was an initial global contract win for Landmark at BP for USD\$67 million, while Fedorciow was transforming his EMEA sales region from worst to best performing region. As a result of customer-centric plans Fedorciow introduced, the account has since grown in order value to exceed USD\$100 million.

Fedorciow was also Chief Operating Officer for the supply chain specialist, Kewill Systems Plc, where he was responsible for a major restructuring of its 19 separate group companies into one global e-commerce business. This included a number of strategic acquisitions and non-core disposals. He ended the year, 2000, increasing revenues by 25%, winning significant strategic contracts including SONY, Toys "R" Us and Levi-Strauss. As a result, the company was significantly elevated (to 112th position from 300+ position, measured by market capitalization) on the London Stock Exchange.

More recently, Fedorciow served as the Chief Executive Officer at a start-up supply chain collaborative commerce software company and was successful in raising a third round of funding to continue the development and market introduction of its innovative technology. Fedorciow began his career with 11 years at Pansophic Systems, a top 20-ranked software company, which was acquired by Computer Associates.

"IMI and I share a common desire to excel at customer satisfaction," said Fedorciow. "IMI's suite of customer fulfillment management solutions deliver real and tangible value to customers and I look forward to working with the global IMI team to build on the company's significant strengths."

About Industri-Matematik

Industri-Matematik International Corp. (IMI) is a leading provider of supply chain solutions for the retail value chain. IMI focuses on performance-driven customer fulfillment using sophisticated analytic applications to provide a granular view of critical data for real-time, complex decision-making. The

company is dedicated to helping consumer goods and retail companies automate, streamline and measure order management and replenishment processes, based on actual customer demand. IMI offers proven solutions in collaborative order management, fulfillment, distribution center / store replenishment, supply chain analytics, visibility and event management capabilities. IMI products are used by the world's leading companies including Albert Heijn, AT&T, Campbell Soup, Canadian Tire, Dannon, Dial, Frito Lay, GE Plastics, ICA Norge, Hartz Mountain, InterPharm, Kellogg's, Price Chopper Supermarkets, JM Smuckers, Sherwin Williams, Starbucks, VWR International and Warner/Electra/Atlantic. IMI is headquartered in Mt. Laurel, New Jersey with offices in the United Kingdom, Sweden and the Netherlands. Additional information about IMI is available at www.industri-matematik.com.

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