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For Immediate Release

## **MITSUBISHI MOTORS PURCHASES MANUGISTICS' INTERNET-BASED SOLUTION TO CONNECT WITH DEALERS**

*Leading Automotive Company Will Optimize Extended Supply Chain to  
Reduce Inventory and Ordering Cycle Time*

ROCKVILLE, Md., [REDACTED] — Manugistics Group, Inc. (Nasdaq: MANU), today announced that Mitsubishi Motor Sales of America, Inc. (MMSA) has purchased Manugistics' supply chain and e-Chain solutions to enable dealer collaboration via the Internet. The online system, powered by an optimized supply chain, will allow MMSA to share forecasts and capture dealer orders, reduce new vehicle order cycle time, reduce inventory holding costs, and ensure that dealers' orders are fulfilled on time and on budget.

Mitsubishi Motor Sales of America, Inc., established in 1982 by Mitsubishi Motors Corporation, markets a full line of vehicles, including coupes, convertibles, sedans, and sport utility vehicles. Manugistics NetWORKS™ collaborative commerce application will be implemented by Deloitte Consulting and will enable MMSA to provide its approximately 500 dealers with a weekly ordering system via the Internet.

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**N E W S**

“We’ve experienced a 24% increase in sales for our first quarter and we’re preparing to launch a completely redesigned 2000 Eclipse sports coupe and a substantially improved 2000 Montero Sport SUV. Now more than ever we need to have the right vehicle at the right place at the right time in order to satisfy the needs of our customers and our retail partners,” said Pierre Gagnon, executive vice president and chief operating officer, MMSA. “After an extensive review, we felt Manugistics, with their e-Chain solution and significant industry expertise, and Deloitte Consulting, with their business process expertise, could provide us with the most appropriate and comprehensive Internet-based new vehicle ordering system on behalf of our retail dealer network.”

Deloitte Consulting will leverage its extensive automotive industry experience and Manugistics Practice to lead the business process redesign, implementation, and dealer training programs.

“This is the first Internet-based solution of its kind to synchronize supply and demand based on production capabilities, so that automotive manufacturers get the right vehicles into dealers’ and customers’ hands quicker and more efficiently. We are proud to be part of this exciting project at Mitsubishi,” said Daron Gifford, global automotive partner, Deloitte Consulting.

“Industry leaders are rapidly transforming their supply chains to e-Chains by sharing information among trading partners and enabling real-time response to dynamic market conditions and ever-changing customer demands,” said Jeffery L. Holmes, vice president, Manugistics. “We are extremely pleased to be working with MMSA and Deloitte Consulting on this leading-edge solution that wires

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this critical link in the automotive supply chain and ensures optimal support for Mitsubishi Motors' dealer community and improved service to their customers.”

Headquartered in Rockville, Md., Manugistics Group, Inc. is a leading provider of solutions for customer-centric supply chain optimization and has the largest global client base of any supply chain provider. The company's solutions are used by more than 850 companies to improve the flow of product within and among companies from raw materials or parts through manufacturing to delivery of product to the end customer.

#### **About e-Chain Technologies**

e-Chain Technologies is a Manugistics global business unit that develops, markets, sells and supports software solutions to help companies transform their supply chains into e-Chains. Leveraging the Internet and e-Commerce, these e-Chain solutions allow companies to share information with trading partners and enable real-time response to dynamic market conditions and ever-changing customer demands. Manugistics' NetWORKS™ application provides e-Chain capabilities for enterprise collaboration; dealer, distributor and customer collaboration; supplier collaboration; and carrier collaboration. Clients include: Compaq, Mitsubishi Motor Sales of America, Inc., Nabisco, Nokia, The Limited, and Wegmans.

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