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## **Wilde Partners with Jagged Peak**

Cincinnati Office Celebrates One Year Anniversary with Distribution Partnership

CINCINNATI, Ohio--(BUSINESS WIRE)--Direct marketing services provider W.A. Wilde today announced that it has entered into a distribution partnership agreement with global fulfillment and supply chain solutions provider Jagged Peak.

Under the terms of the agreement, Wilde will distribute product throughout the mid-west for a variety of customers. It also calls for Wilde to take advantage of Jagged Peak's EDGE supply chain order management and fulfillment software system. EDGE software streamlines the fulfillment process and manages the lifecycle of an order, from capture through delivery.

"Prior to last year, Wilde's distribution service was limited mainly to the New England region, but now Cincinnati gives us many new opportunities to work with companies in the Midwestern U.S. – and the Jagged Peak deal is a direct result of this," said Brent Tartar, senior vice president, marketing and sales, W.A. Wilde Company. "The Cincinnati office is an important part of Wilde's growth plans as we continue to expand our services throughout the country."

Wilde's Cincinnati location opened in April, 2007.

"We sought a premier distribution partner and after an extensive nationwide search we determined Wilde was the most strategic choice for our needs," said Dan Furlong, chief operations officer, Jagged Peak. "We are already engaged in mutual activity with Wilde and look forward to working with them on future efforts."

### **About Jagged Peak**

Jagged Peak is a leading provider of real-time, web-based supply chain management e-commerce and marketing execution services and solutions that automate the many-to-many relationships and fill in the gaps that exist between you, your customers, your sales channels and your distribution centers. Our EDGE rules-based, supply chain management solutions expand the definition of distributed order management by providing and/or supporting dynamic catalog publishing, digital asset management, integrated distributed real-time order management solutions, distributed inventory management and fulfillment process management, and communications and event management.

### **About W.A. Wilde**

Founded in 1868, W.A. Wilde has evolved from a small publishing company into one of the nation's largest direct marketing solutions provider. W.A. Wilde provides a comprehensive suite of direct marketing services including strategic and creative campaign development, integrated



media research and acquisition, data processing and direct mail production, database management, and fulfillment services. In addition, the company holds a cutting-edge position in digital asset management and currently offers its clients a host of web-based marketing applications to support highly customizable one-to-one communications programs. Wilde is based in Holliston, MA. For further information, please visit <http://www.wilde.com>.

### **Contacts**

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