

Jagged Peak® Executives Launch Breakthrough Customer Experience Measurement Model at NCOF

NCOF presentation details how ACES goes beyond perfect order metrics and fuels better performance

Tuesday, March 24, 2009- LAS VEGAS, NEVADA- Dan Furlong, COO of industry leading e-Commerce, fulfillment, and demand chain software and services company, Jagged Peak (OTC BB: JGPK) will launch the company's innovative [ACES](#) (Achieving Customer Experience Superiority) measurement model in today's presentation. The model, which can be used by all fulfillment providers, goes beyond the current industry norm of perfect order and establishes the industry's first link between customer experience and fulfillment. Furlong will use Jagged Peak's extensive customer successes to demonstrate how the ACES metric was used and the positive results generated for the customers.

"ACES provides our clients the ability to manage their order management and fulfillment operations more effectively. With ACES, clients have improved customer experiences to new levels of competitive advantage – increasing customer satisfaction and helping them achieve lifelong return buyers" said Furlong. "We feel it our responsibility to share this insight with the entire fulfillment community and help ACES become adopted as an industry standard. And that is what Andrew Norstrud, Jagged Peak's CFO and I will be doing at this year's NCOF."

In this session, attendees will learn how the new ACES (Achieving Customer Experience Superiority) model works and how leading companies use it today to approach this ultimate standard of perfection. The presentation will demonstrate how ACES helps slash time and cost throughout the order capture to delivery cycle, delivering superior customer service while boosting profit. It redefines performance, obsoletes traditional metrics, and exposes new opportunities. Furlong and Norstrud will discuss best practices and attendees can learn the new order management and fulfillment principles, practices, and techniques that help keep customers for life.

Dan Furlong and Andrew Norstrud speak on the breakthrough [ACES](#) metrics model on Tuesday, March 24 at 10:00 AM - 11:15 AM at the Rio All-Suite Hotel.

About Jagged Peak:

Jagged Peak is dedicated to helping companies solve their complex demand-side supply chain issues with practical, cost-effective solutions. We recognized early on that the Internet is the ideal medium for addressing the complexities of global demand chains. In response we developed our EDGE (E-Business Demand Global Engine) platform to resolve them. EDGE contains all the advanced functionality required to conduct Internet-based business, and it can consolidate demand that originates in any other demand channel, including EDI and POS. EDGE can apply the most complex demand management decision rules and delivers perfect orders to the appropriate systems. For more information visit the website: www.jaggedpeak.com or <http://aces.jaggedpeak.com> .

JAGGED PEAK

Contact:

Vince Fabrizio, CMO

(800) 430-1312

Jagged Peak Inc.

3000 Bayport Drive

Suite 250

Tampa, FL 33607

vfabrizzi@jaggedpeak.com

www.jaggedpeak.com

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