

JAGGED PEAK

Jagged Peak, Inc.
3000 Bayport Dr, Suite 250
Tampa, FL 33607

FOR IMMEDIATE RELEASE

EDGE M3 Offers an On-Demand Solution to Manage Marketing Materials

Web-based, Self-Service Solution Allows Companies to Support Their Sales Team and Channel Partners Like Never Before

Tampa, FL, February 20, 2009: Jagged Peak, Inc. (OTC Bulletin Board: JGPK) a global provider of e-commerce, marketing, and demand solutions has introduced EDGE M3. EDGE M3 is a web-based solution that enables companies to manage the demand for marketing materials efficiently and cost effectively by moving the ordering and fulfillment management process online. With EDGE M3, marketing professionals can easily control the availability of materials to user groups; manage digital files and printed materials; personalize web content; view order activity; and manage inventory of materials in an easy-to-use, rules-based catalog.

“EDGE M3 was designed to take the burden off of already lean marketing departments who simply don’t have the resources to manage the distribution of sales and marketing materials,” said Vincent Fabrizzi, Jagged Peak VP and CMO. “Jagged Peak’s solution allows organizations to meet the demand of their sales team while reducing the workload on their marketing department.”

EDGE M3 frees marketing professional from the administrative task of handling order inquiries by opening a self-service channel that enables their user community to place their own orders for marketing materials. In addition, EDGE M3 automatically triggers back-office activities by enforcing program rules including items available for order, ship methods, back orders, and shipping instructions based on promised delivery date. Jagged Peak also offers web-to-fulfillment solutions for the physical distribution of printed literature, in-store displays, and other promotional materials. This comprehensive solution manages the entire order lifecycle process from the point of order to the time of delivery.

EDGE M3 allows companies to improve the level of service they provide to their sales team and channel partners by providing them with self-service access to available marketing materials, 24x7. EDGE M3 was built around user best practices to allow quick, easy access to both physical materials and digital files. Any user who is capable of shopping on the internet can search and order physical marketing materials or download digital assets. Users simply browse by keyword or use the advanced search to find items with specific attributes such as product type. They can also view stock availability and monitor what they’ve spent against their budget. Setting up automatic recurring orders for frequently required materials is also an easy task. Order status can be tracked in real-time from the moment it is placed to the time it is shipped. Notification e-mails are automatically transmitted to advise users of status and delivery.

EDGE M3 also offers program administrators real-time visibility of inventory, user activity, and order status at the click of a button from any standard web browser. Program administrators control which items individual users can order ensuring that only relevant information is presented to each distinct channel. By managing inventory and user permissions, companies can manage costs spent on printing, fulfillment, and overnight shipping charges.

Matthew Space, Marketing Manager of TAG Heuer SA is utilizing EDGE M3 and has declared to save more than 40% on shipping costs by curtailing overnight shipments.

JAGGED PEAK

Jagged Peak's EDGE M3 addresses issues of cost and scalability for marketing departments of all sizes who require a comprehensive solution to manage the online ordering and distribution of their marketing materials. Companies that deploy EDGE M3 can start with a small catalog to be used by their own internal team and grow the catalog to support thousands of users with digital files or physical marketing materials. EDGE M3 bridges the gap between small, workgroup-style digital asset management tools and large enterprise-level solutions that come with a hefty price tag (\$100K+) and can take months to deploy. EDGE M3 is delivered in a Software-as-a-Service (SaaS) model that can be activated immediately and without the need for IT involvement.

About EDGE M3

Jagged Peak's EDGE M3 is provided in a managed services model, in which all application infrastructures (hardware, bandwidth, connectivity, application / database licenses) are provided and supported by Jagged Peak as part of a total "turnkey" solution. In addition, EDGE M3 application software can be integrated with SFA, CRM, e-commerce, and fulfillment systems, and can be customized to replicate company branding and web designs. EDGE M3 application software runs on a standard Windows 2000/2003 server and uses Microsoft's SQL Server as its database. The system is managed completely through a point-and-click web browser interface. The solution is ready to deploy and requires no IT support and no technical training.

Other services and options available include direct mail processing, contract assembly, and promotional program support. In addition, web-to-delivery fulfillment solutions allow orders to be captured through the order portal and processed through the EDGE application (no FTP process) and transmitted to Jagged Peak's warehouse management system for real time order processing.

About Jagged Peak

Jagged Peak, Inc. is a global provider of e-commerce, e-marketing and demand management solutions and services. The company's flagship product, EDGE (Enterprise Dynamic Global Engine), is a completely web-based software application that enables companies to manage and control content and transaction based business processes relating to marketing, sales, and service activities in a real-time environment. Jagged Peak serves a growing list of global clients in multiple industry segments including financial services, insurance, pharmaceutical, travel and tourism, automotive, manufacturing, and luxury consumer goods.

#

EDGE is a trademark of Jagged Peak Inc.

FOR INFORMATION, CONTACT:

Vincent Fabrizzi
Jagged Peak, Inc.
(813) 637-6900
vfabrizzi@jaggedpeak.com