

PRESS RELEASE  
For Immediate Release

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Jagged Peak's Real-Time, Self-Serve Marketing/Merchandising Solution  
Delivers Dividends for Watchmaker TAG Heuer and Jagged Peak

Tampa, FL, June 28, 2004—Jagged Peak, Inc., a leading provider of Enterprise Demand Management solutions and services recently announced that the April 2003 roll out of its Web-to-Delivery solution for watchmaker TAG Heuer (which is a subsidiary of luxury brand conglomerate LVMH) is continuing to deliver significant quantifiable benefits for the client, and has resulted in another project for Jagged Peak.

The Jagged Peak solution—which enables jewelry retailers and field sales staff throughout North America to access both printed and digital versions of TAG Heuer's marketing and merchandising materials online—has reduced order-to-delivery time for these items by 50 percent, helping TAG Heuer deliver the right material to the right person faster and more efficiently. The watchmaker also says the transition to self-service requisitioning has made it possible for them to re-deploy valuable marketing and call center resources who were once required to support requests for these items.

"Our implementation of the Jagged Peak solution helped us improve customer service, reduce costs and hone our marketing programs with very granular reporting on individual activities," says Ulrich Wohn, vice president of marketing, TAG Heuer North America. "We evaluated the strategic and financial benefits realized through this deployment and now seek to leverage the broader capabilities Jagged Peak can offer us to automate additional business processes."

"Leading companies, such as TAG Heuer and its parent LVMH, seek to raise the level of customer service provided as a competitive differentiator," says Jagged Peak President and CEO, Paul Demirdjian. "We are pleased to be working with TAG Heuer and other LVMH brands to assist with business process automation and to provide solutions that enable them to capitalize on new markets, improve customer service and promote their brands."

About LVMH

A world leader in luxury brands with annual revenue in excess of 12 billion Euros and 56,000 employees worldwide, LVMH (Moët Hennessy/Louis Vuitton) possesses a unique portfolio of some 50 prestigious brands. The group is active in five different sectors, including Wine & Spirits, Fashion & Leather Goods, Perfumes & Cosmetics, Watches & Jewelry and Selective Retailing. Thanks to its brand development strategy, and the expansion of its international

retail network (more than 1,500 stores worldwide), LVMH has had a strong growth dynamic since its creation in 1987. For more information, visit [www.lvmh.com](http://www.lvmh.com).

About TAG Heuer, Inc.

TAG Heuer has become the unquestionable reference in prestigious sports watches and chronographs since 1860. Initially a family business, the brand has built on its many technical innovations in asserting itself as a major player in the watch-making world, ranked fourth in the worldwide luxury watch market in 2003, and third in the U.S. For more information visit [www.tagheuer.com](http://www.tagheuer.com).

About Jagged Peak, Inc.

Jagged Peak, Inc. is a rapidly growing provider of Enterprise Demand Management solutions that automate and coordinate the increasingly complex business processes and activities associated with supply chain management, marketing management and commerce management driven by today's on-demand world. Since its founding, Jagged Peak has been a two-time recipient of Deloitte's "Technology Fast 500 Award." The company's flagship application, EDGE, provides real-time connectivity, visibility and control over the client's on-demand enterprise business processes. The company's solutions have been deployed successfully at leading consumer products, healthcare, pharmaceutical, financial services, third-party logistics, travel companies and government organizations, both domestically and internationally. For more information contact Vince Fabrizio or visit [www.jaggedpeak.com](http://www.jaggedpeak.com).