

PRESS RELEASE  
For Immediate Release

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Jagged Peak Helps High-End Watchmaker TAG Heuer  
Move Product and Warranty Registration Online

Tampa, FL, June 29, 2004—Jagged Peak, Inc., a leading provider of Enterprise Demand Management solutions, announced today that LVMH and its fastest growing subsidiary, watchmaker TAG Heuer, have expanded their use of Jagged Peak's solutions with the successful implementation of a Web-based product and warranty registration program for North America. TAG Heuer became a Jagged Peak customer in April 2003 with the roll out of a Web-based marketing/merchandising solution, and now reports recurring financial, strategic and operational benefits from that deployment.

The new product and warranty registration solution delivered by Jagged Peak gives TAG Heuer's customers the ability to register their timepieces through a branded Web portal and supports the company's strategic initiative to provide on-demand, self-service business processes to enhance customer service. This Web-based solution also improves the quality of the information TAG Heuer receives and has significantly reduced the time and cost typically required to collect this valuable data.

"Our initial implementation of a Jagged Peak solution helped us improve customer service, reduce cost and hone our marketing programs by enabling our field sales staff and retail customers to requisition marketing and merchandising materials through branded Web portals," says Ulrich Wohn, vice president of marketing, TAG Heuer North America. "We evaluated the strategic and financial benefits realized by our first deployment of a Jagged Peak solution and now seek to leverage the broader capabilities they offer to automate additional business processes."

"The watch and jewelry industry is one of the most competitive and fastest-evolving segments we have experienced," says Jagged Peak President and CEO, Paul Demirdjian. "Companies have to continuously work to automate business processes to capitalize on new markets, improve customer service and promote their brands. We are delighted with the results we have realized with TAG Heuer and look forward to continuing our strong relationship."

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 & Sprints, 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).