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Press Release

Advantage Sales and Marketing Expands Order to Cash Service Offerings

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BusinessWire - Advantage Sales & Marketing LLC (ASM), a leading sales and marketing agency in North America, has expanded its Business Process Outsourcing (BPO) services division.

ASM's BPO division which focuses on the Order to Cash cycle delivers process improvement and cost savings to clients from our U.S.-based service centers. ASM's service delivery to our existing clients has grown to include more than 2,000 dedicated resources in the BPO division. Until recently, this process was only available to ASM's existing sales and marketing clients.

"We are pleased to offer our signature Order to Cash services to all companies with a need to improve their business processing systems," said Sandy Yob, ASM Vice President, Administration. "ASM's Order to Cash solution has the experience, infrastructure and customer relationships to improve customer service levels while delivering significant cost savings."

ASM's U.S.-based resources offer the full suite of Order to Cash services including:

- Advanced technology with an experienced team of associates
- Process improvements through enhanced order management, pricing and deduction resolution, collection process and cash applications
- Our clients have experienced a cost savings of 25-50 percent while delivering superior service excellence
- Favorable contract terms with a 90-day termination clause
- Services delivered with 100 percent U.S.-based resources which result in: -- Data Security--all data resides in the U.S. with full back-up and immediate redundancy
- No time zone issues and minimal turnover
- Industry experts - our associates know the business environment and climate

ASM's Order to Cash goal is to be an extension of your existing organization--a true partner. Our services are delivered in a vast array of solution sets including staff augmentation or as a full-service provider. Our staff augmentation model allows you to flex your existing team and utilize our resources and capabilities through small increments starting with as few as one full-time employee.

About ASM's BPO services

As a BPO partner, we deliver the entire Order to Cash function for our clients. ASM's experience, tools, service delivery model and technological capabilities position us as industry leaders. ASM's Order to Cash solutions are a full-service, dedicated on-shore partner, entirely focused on the Order to Cash business. ASM's BPO division is committed to the Order to Cash cycle as it is our core competency. For more information about ASM's BPO services, please contact Sandy Yob, Vice President, Administration, 616-831-5050, sandy.yob@asmnet.com or John Buechler, 480-775-7576, john.buechler@asmnet.com. Visit us at www.asmnet.com/bpo today.

About Advantage Sales & Marketing LLC

Advantage Sales & Marketing LLC (ASM) is a premier consumer packaged goods sales and marketing agency, committed to building brand value for our clients and customers. ASM's cradle-to-cart--post-manufacture to consumption--customized sales and

marketing solutions include headquarter sales, retail merchandising and marketing services, specializing in client and customer events, publications and assisted-selling services for the grocery, drugstore, club, convenience, natural/specialty, consumer electronic and home center industries. Headquartered in Irvine, Calif., ASM has 66 offices in the United States and Canada. Visit www.asmnet.com today. For more information, contact: Stephanie Miclot, ASM Corporate Communications, 949-797-3105, stephanie.miclot@asmnet.com.

SOURCE: Advantage Sales & Marketing LLC

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