



*FOR IMMEDIATE RELEASE*

**VIS.ALIGN SELECTED BY THE PENROD COMPANY TO MANAGE THEIR  
COLLABORATIVE ENTERPRISE AND SUPPLY CHAIN  
SOLUTION ROLLOUT**

**VIRGINIA BEACH, V.A. (October 19, 2005)** – The PENROD Company will partner with Vis.align, Inc., a Microsoft Gold Certified Business Solutions Partner, to manage the global implementation of a complete enterprise solution including Microsoft® Axapta Supply Chain Management and Enterprise Resource Planning, Import Shipment Tracking for Axapta, Axapta CRM, Axapta Enterprise Portal and Demand Planner for Axapta. Upon successful completion of the project, The PENROD Company, one of the largest wholesale distributors of specialty wood and metal products in the world, will be able to streamline business processes and support their customer-centric business strategy.

The PENROD Company, headquartered in Virginia Beach, Virginia, serves customers with household names like Lowes, Kraft Maid, Georgia Pacific and Klaussner Furniture. Vital to the company's business strategy is to continuously meet growing customer demands and provide the highest levels of service to remain competitive in their market. Vis.align's implementation of a collaborative enterprise and supply chain solution suite from Microsoft will strengthen PENROD's ability to provide accurate and efficient response to customer needs. In addition, it will provide greater visibility and management of inventory and financial assets.

"PENROD's complex global IT environment required us to choose a partner who provided industry knowledge, implementation experience and flexible solutions to allow us to quickly benefit from our investment, and Vis.align offered a complete solution,"

said Mike Clausen, Vice President of Sales for NA Wood Products of The PENROD Company. “We believe Microsoft Business Solutions combined with Vis.align’s expertise will provide a comprehensive solution that will enable us to achieve our global business initiatives.”

“Providing The PENROD Company solutions that will extend their enterprise and meet their business goals is an exciting opportunity for both Microsoft and Vis.align. And the execution of our vertical market strategy by Vis.align who shares our focus is key to successful deployment,” said Mark Jensen, General Manager of Axapta at Microsoft Corp.

“Winning PENROD’s business shows that Vis.align’s capabilities of diving deep to understand customer specific needs and providing the right solution to meet those requirements is a crucial strength that few vendors can offer,” said Jennifer Horrocks, CEO and Founder of Vis.align. “Vis.align’s experience in organizational effectiveness and vertical market expertise provides a winning combination that will allow The PENROD Company to achieve a successful implementation offering rapid benefits.”

***About The PENROD Company:***

*The PENROD Company is a diversified, worldwide distributor of forest, metal and PVC products based in Virginia Beach, Va. One of North America’s largest suppliers of hardwood lumber and plywood, PENROD is also a large U.S. metal products provider in the residential and commercial construction markets, as well as a leading PVC products supplier. The PENROD Company is one of a number of worldwide product distributors that exist under the umbrella of The Penrod Group. With distribution offices on five continents, The Penrod Group includes The PENROD Company and its Canadian subsidiaries: St. Raymond Veneers Inc., Foresbec Inc. and its subsidiaries (Foresbec–UK, Foresbec–Romania, Noblebois–France), and Penrus–Moscow. For more information on The PENROD Company or The Penrod Group, visit [www.thepenrodcompany.com](http://www.thepenrodcompany.com).*

***About Microsoft:***

*Founded in 1975, Microsoft (Nasdaq “MSFT”) is the worldwide leader in software, services and solutions that help people and businesses realize their full potential.*

***About Vis.align:***

*Vis.align is an end-to-end solution and services provider enabling organizations to extend their enterprise through collaboration and mobility.*

*Vis.align's complete solution includes ERP, collaborative supply chain and mobility solutions wrapped with a proven organizational effectiveness methodology for deployment.*

*Our 15-year heritage of successful technology development, deployment, and management has led us to the recognition that it is ultimately the people -not just the technology- that drive the success of IT implementation and management. Vis.align is headquartered in West Chester, PA and employs more than 200 consultants. Vis.align has additional offices in New York, Ohio, Illinois, Washington, DC and Toronto, Canada. For more information visit [www.visalign.com](http://www.visalign.com) or contact Rafael Costa by email [rafael.costa@visalign.com](mailto:rafael.costa@visalign.com) or phone 610-692-3290 x3303*

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