Beverage Industry Innovator Buffalo Rock Continues to Extend Its HighJump Software Delivery Management Solutions

HighJump Software, a 3M company, a global provider of supply chain execution solutions, today announced that Buffalo Rock has improved efficiency by more than 20 percent since implementing HighJump DDE (distribution and delivery engine) in 14 distribution centers. Buffalo Rock, North America's largest single-family-owned Pepsi-Cola bottler, deployed HighJump DDE to build on the benefits it has achieved from HighJump Software's mobile sales and delivery solutions, HighJump Mobile Sales Advantage and HighJump RouteXpress. These applications provide real-time sales and delivery execution information to employees across more than 800 routes in Alabama, Florida and Georgia.

Buffalo Rock, recently named "Bottler of the Year" by *Beverage Industry Magazine*, continues its focus on advanced technology applications as a key component of its supply chain strategy and success. The HighJump solutions are integral in helping the bottler meet Pepsi-driven initiatives relating to advance shipment notices, equipment service data, and reporting and tracking compliance.

Buffalo Rock also relies on its suite of HighJump Software applications to support continuous process improvement efforts. For example, HighJump DDE has allowed Buffalo Rock to measure the effectiveness of its divisions using a balanced scorecard approach. This takes into consideration metrics such as stock-outs, error-free truck loading and the quality of product builds.

HighJump DDE has enabled Buffalo Rock to reduce shipping errors, enhance visibility and optimize space and deliveries at each stop with efficient loading and unloading. The solution has helped the company move to a cart system, where orders in the distribution center are built on rolling containers that are loaded on trucks and moved directly into retail stores.

"The HighJump solutions help us increase productivity and maximize profitability, and we look forward to driving additional efficiency and process improvement," said Jim Jernigan, general manager, financial operations, Buffalo Rock. "More importantly, we're able to put the right information in the hands of our employees, which enables them to respond swiftly to our clients' needs."

"Buffalo Rock is a true technology leader. The success the company has achieved with its HighJump solutions and overall approach of moving its business forward through technology is impressive," said Chris Varney, general manager, Delivery Division, HighJump Software. "We're looking forward to continuing our strong partnership."

About Buffalo Rock

Headquartered in Birmingham, Ala., Buffalo Rock Company is the largest single-family privately owned Pepsi-Cola bottler. Today it operates 14 distribution centers in Alabama, Florida and Georgia, servicing a population of more than six million consumers.

About HighJump Software, a 3M Company

More than 1,300 companies worldwide are transforming their supply chains with solutions from HighJump Software, a 3M company. HighJump Software is a leading provider of supply chain execution solutions that streamline the flow of inventory and information from source through consumption. HighJump Software's

functionally rich, highly adaptable solutions create a global execution platform spanning the supply network, manufacturing, warehousing, transportation and delivery. As an independent subsidiary in the 3M family of companies, HighJump Software delivers on a century-old commitment to innovation and quality. www.highjump.com

About 3M - A Global, Diversified Technology Company

Every day, 3M people find new ways to make amazing things happen. Wherever they are, whatever they do, the company's customers know they can rely on 3M to help make their lives better. 3M's brands include Scotch, Post-it, Scotchgard, Thinsulate, Scotch-Brite, Filtrete, Command and Vikuiti. Serving customers around the world, the people of 3M use their expertise, technologies and global strength to lead in major markets including consumer and office; display and graphics; electronics and telecommunications; safety, security and protection services; health care; industrial and transportation. For more information, including the latest product and technology news, visit www.3M.com.

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