



September 10, 2012

#### TESTIMONIAL

Demand Planning LLC provided a quick assessment of our SAP APO forecasting and modeling environment during the summer of 2012. Mark Chockalingam of Demand Planning LLC was able to pin-point several factors that were affecting our system performance. He provided some valuable diagnostic findings as take aways for our next implementation in another region. Consulting provided by Demand Planning LLC provided a solid baseline for the team to further improve our process. Mark fine tuned and implemented a seasonal model for our business. This reduced the number of System alerts by almost 60% and improved the quality of the baseline statistical forecasts across the entire business. Mark was able to engage the entire team of planners in this effort and get them excited about statistical modeling.

Coleman was quite pleased with the results from this project and the value received for the investment. We look forward to working with them on future SAP demand planning projects whenever the need arises."

Yours sincerely,

A handwritten signature in black ink, appearing to read "Jay Schroeder". The signature is fluid and cursive, with a long horizontal stroke at the end.

Jay Schroeder  
Senior Director S&OP  
The Coleman Company, Inc.

