



DR PEPPER ADVANCES TO ALDATA'S APOLLO DESIGNER WORKSTATION, ENTERPRISE VERSION

*Beverage Provider to Collaborate with Retailers on Shelf Planning and Design to Better
Meet Changing Customer Demand*

ATLANTA, April 21, 2009 — [Aldata Solution](#), a leading provider of software solutions for the retail industry, announced today that the [Dr Pepper Snapple Group](#), one of the largest beverage companies in the Americas, advances to the Apollo Designer Workstation, Enterprise version, the next step in Apollo Space Optimization that enables retailers and manufacturers to improve category performance and shelf reach. The Dr Pepper Snapple Group will use Aldata's Apollo Designer Workstation, Enterprise version to support customer-centric initiatives starting with the country's largest grocery retailer in its 2,000-plus stores.

"In today's challenging economy, it's more important than ever for Dr Pepper to work closely with its retailer customers in order to track and respond to ever changing consumer shopping habits," said Chris Hopkins, director, category management, Dr Pepper Snapple Group. "Based on the success we have had with the desktop version of Apollo Designer Workstation, we anticipate that the enterprise solution will help us to ensure retailers capitalize on their existing shelf space in order to optimally market and sell our diverse line of soft drinks, juices and premium beverages."

Aldata's Apollo Space Optimization suite provides retailers and manufacturers with the ability to automate planogram production to enable consistent and accurate execution of category plans and new product launches at any required granular level. It provides the ability to combine key assortment decisions, merchandising strategy and inventory control throughout the planogram automation process and can be adapted to fit a specific retailer or manufacturer's needs. Aldata's Apollo Designer Workstation

Enterprise version is the next step in space automation, providing a fully scalable, server-based solution for planogram automation built on the market leading Apollo Designer Workstation platform.

“Aldata’s Apollo Designer Workstation, Enterprise version is the best possible framework for Dr Pepper Snapple Group to collaborate strategically with its retailer customers,” said Shaun Bossons, senior vice president at Aldata, Apollo Solutions Group. “Dr Pepper is a perfect example of how to adopt and embrace space planning automation to drive high levels of success. Based on the excellent work they have done, collaborating with key retailers, using Apollo Designer Workstation, Desktop version, this was the obvious next step for them to continue to drive rapid return on investment and benefits for their business partners.”

About Dr Pepper Snapple Group

Dr Pepper Snapple Group, Inc. is an integrated refreshment beverage business marketing more than 50 beverage brands to consumers throughout North America. In addition to its flagship Dr Pepper and Snapple brands, the company's portfolio includes 7UP, Mott's, A&W, Sunkist Soda, Hawaiian Punch, Canada Dry, Schweppes, Squirt, RC Cola, Diet Rite, Penafiel, Rose's, Yoo-hoo, Clamato, Mr & Mrs T and other well-known consumer favorites. Based in Plano, Texas, Dr Pepper Snapple Group employs approximately 20,000 and operates 24 bottling and manufacturing facilities and more than 200 distribution centers across the United States, Canada, Mexico and the Caribbean. For more information, please visit <http://www.drpeppersnapplegroup.com>.

Aldata 100% Retail-Wholesale

Aldata is 100% dedicated to retail and wholesale business improvement. The company provides its customers with modern, flexible and integrated software solutions specifically designed to increase productivity, performance and profitability. Aldata has over 24,000 successful installations across 55 countries, from convenience store to hypermarket, 480+ live warehouses and customers with 5 to 5,000 outlets. Aldata Solution is a public company quoted on NASDAQ OMX Helsinki Ltd with the identifier ALD1V. More information at: www.aldata-solution.com.

Press Contacts

Avi Dines/ Anne Lundregan
Schwartz Communications
781-684-0770
aldata@schwartz-pr.com