

***Supply & Demand Chain Executive* names Baxter Planning Systems To Magazine's 2007 Executive 100**

*Leading Service Parts Planning (SPP) company continues to be most innovative and focused.*

**Austin - July 18, 2007** – Baxter Planning Systems ([www.bybaxter.com](http://www.bybaxter.com)), the premier provider of aftermarket parts planning solutions, today announced that *Supply & Demand Chain Executive* Magazine (S&DCE) has named Baxter to the 2007 *Supply & Demand Chain Executive* 100 list.

This year the magazine focused the criteria for its "100" feature on the 21st century supply chain. "Our readers turn to *Supply & Demand Chain Executive* to learn about new solutions and best practices for enabling the supply chain, to understand trends in supply chain technology, and to benchmark their own companies' enablement initiatives with those of other enterprises across industry verticals," explained Andrew K. Reese, editor of *Supply & Demand Chain Executive*. "The corporate executives and line-of-business leaders who rely on the magazine want to know what the different supply chain solution and service providers are doing to help them meet the challenges of the 21st century supply chain. We congratulate Baxter Planning Systems for being selected as one of 2007's Executive 100."

"Baxter is honored to once again be recognized by *Supply & Demand Chain Executive Magazine* for this prestigious award," said Greg Baxter, President and CEO of Baxter. "This year's list represents an elite group of companies, who are clearly dedicated to customer service and innovation in the supply chain industry."

Baxter Planning Systems' distinction was due in large part to the innovative approach used by the company to calculate stocking levels using advanced algorithms to balance the carrying cost of inventory with the cost of a part-related stockout. The result has been higher service levels with lower inventory. Companies tuning their spare parts strategies are turning to Baxter in record numbers as the previous twelve months represented Baxter's largest number of new customer additions.

To learn more about the 2007 *Supply & Demand Chain Executive* 100, go to

<http://www.sdexec.com>.

**About Baxter Planning Systems Inc.**

Since 1993, Baxter has pioneered the development of Web-based solutions to meet the unique demands of after-market, service, repair, and spare parts industries. The Prophet by Baxter™ suite of integrated forecasting and planning applications enables Baxter's clients to achieve industry-leading customer service levels while significantly increasing profitability. Headquartered in Austin, Texas, Baxter is privately held, self-funded, and profitable. Global 2000 and Fortune 500 enterprises deploying Baxter solutions include Kodak, Silicon Graphics, Enterasys Networks, Alcatel-Lucent, Network Appliance, Verizon, and Philips Medical Systems. For more information, visit Baxter on the Internet at [www.bybaxter.com](http://www.bybaxter.com) , or call (866) 323-5959.

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