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The Partner **Solutions** People

News

***Global Logistics and Supply Chain Strategies* Magazine Chooses Morgan as one of “100 Great Supply Chain Partners”**

Morgan honored as best-in-class provider for supply chain technology and logistics services. Streamlined international logistics programs for Redback Networks and other Fortune 1000 clients are cited.

Pleasanton, CA, July 18, 2006: D.W. Morgan Company, an industry leading supply chain consulting and transportation management company for Fortune 1000 manufacturers, received top recognition from *Global Logistics and Supply Chain Strategies* magazine and its associated “Supply Chain Brain” web site as one of the “100 Great Supply Chain Partners” for 2006.

“We sincerely appreciate our customers’ nominations for this award,” said Grant Opperman, D.W. Morgan president and chief strategy officer. “We continually strive to provide comprehensive technology tools and high-performance logistics services to reduce operating expenses and improve supply chain efficiencies for our customers, their suppliers and end-users.”

“D.W. Morgan’s supply chain visibility expertise and outsourced international logistics management has helped us reduce logistics costs in our international logistics network by 30 percent and inventory deployed in the field by 50 percent,” said Ebrahim Abbasi, senior vice president of operations, information technology and customer service. “With Morgan’s help we have simplified our supply chain with the help of their online visibility tools, top supply chain counseling and outstanding customer support.”

“The *GL&SCS* 100 Great Supply Chain Partners program is the result of a six-month poll in which we ask logistics and supply chain professionals to nominate vendors and service providers whose

technology, logistics, transportation or consulting solutions have made a significant impact on their company's efficiency, customer service and overall supply chain performance", according to Brad Berger, group president and publisher of *Global Logistics and Supply Chain Strategies*.

"More than 450 vendors of every type of supply chain activity were nominated from very specialized technologies, to global third-party logistics providers to highly specialized transportation services. We congratulate D.W. Morgan for being named to the 2006 list of GL&SCS Great Supply Chain Partners."

Global Logistics and Supply Chain Strategies 100 Great Supply Chain Partner list appears in the publication's July 2006 issue and can be found online at <http://glscs.texterity.com/glscs>.

About D.W. Morgan Company

Since its founding in 1990, D.W. Morgan Company has become one of the world's most trusted supply-chain consulting and transportation management firms. The company has provided services for a Who's Who of global Fortune 1000 companies, including Cisco Systems, Inc., Hewlett-Packard, Infinera, Kaiser Permanente, B.F. Goodrich, Advanced Fibre Communications (now a division of Tellabs), Lockheed Martin, Oracle, NCR, Molecular Dynamics, and Philips Electronics. Morgan pioneered the concept of "whole-process management" for simplifying complex supply and demand challenges. Under this model, Morgan creates visibility for managers into every link in a company's supply chain—from procurement of raw materials to distribution of finished goods. With its innovation and expertise, Morgan dramatically improves efficiency and reduce costs for clients.

Morgan has earned widespread acclaim for its work with its clients. It has twice been named Cisco Systems Supplier of the Year, Diversity (2005, 2003); in 2004, it earned Computerworld Honors / Smithsonian Laureate status; was chosen for Aberdeen Group's 2006 "Best Practices in International Logistics; was included in *Supply and Demand Chain Executive* magazine's 2005 "Top 100 Supply Chains" and the 2006 "Top 20 Provider Pros to Know"; and won the Northern California Supplier Development Council's 2005 Supplier of the Year award. Morgan is certified as a minority-owned business by the National Minority Supplier Development Council (NMSDC) and as a Small, Historically Disadvantaged Business (SDB) by the U.S. Small Business Administration.

The Morgan ball logo and name, "The partner solutions people," "Supply On Demand" and the ChainLinq logo and name are registered trademarks of D.W. Morgan Co. Other company and product names may be trademarks of their respective owners.

The company's headquarters is located at 6685 Owens Drive, Pleasanton, CA 94588; (925) 460-2700, fax (925) 251-0250. Morgan also maintains regional offices in Atlanta, Ga; Los Angeles; Tampa, Fl.; and Austin, Tex. An Asia-Pacific subsidiary, D.W. Morgan Pte., Ltd., is based in Singapore and serves the Pacific Rim manufacturing and supply-chain needs of Morgan clients. To learn more about Morgan's products and services, please visit <http://www.dwmorgan.com/>.

About Redback Networks:

Redback Networks Inc., a leading provider of next-generation broadband networking systems, enables carriers and service providers to build Smart Broadband Networks that are personalized, adaptive and efficient. The Smart Broadband Network provides advanced IP based services to consumers, businesses and wholesale customers. The company's carrier-class, scalable SmartEdge® product family integrates carrier-class edge routing, advanced subscriber management and high density Ethernet aggregation functions. In conjunction with the NetOp™ Element and Policy Manager platforms the SmartEdge family provides a powerful and flexible infrastructure solution that enables delivery of next-generation IP services over broadband connections.

Founded in 1996 and headquartered in San Jose, Calif., with sales and technical support centers located worldwide, Redback Networks maintains a growing and global customer base of more than 500 carriers and service providers, including major local exchange carriers (LECs), inter-exchange carriers (IXCs), PTTs, service providers and ISPs. For more information, visit Redback Networks at www.redback.com.

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