



PERSONALLY ASSISTING CLIENTS TOWARD A 21ST CENTURY SUPPLY CHAIN

For Patrick Grady, Rearden Commerce's founder and CEO, the 21st century supply chain redefines the procurement experience through a web-based personal assistant and commerce platform that connects employees instantly with hundreds of thousands of merchants and third-party applications providers. Employees save time finding, booking and managing the services they use every day, and companies enjoy unprecedented control over spending at the point of purchase.

The Rearden Personal Assistant helps employees quickly find and buy the services and goods they need based on who they are, what they like, where they are, the context of what they're doing and their companies' spending policies. It also helps procurement professionals save their companies money by consistently guiding employees to preferred suppliers offering negotiated discounts, helping them make smarter purchase decisions.

Unlike traditional corporate tools and web sites, the Rearden Personal Assistant goes beyond basic air, hotel and car booking and orchestrates every aspect of a trip and related services – from finding restaurants and making dining reservations and booking tickets to events; to scheduling Web and audio conference calls and shipping packages; to managing compliance with corporate policy and integrating booked services with travelers' and colleagues' calendars.

Market Momentum

With Grady's leadership, Rearden Commerce has experienced monumental customer growth. In the past year and a half, Rearden Commerce has added more than 1,700 new customers – representing more than one million contracted users – making the company one of the fastest growing

providers of employee productivity and spend management solutions.

Recent enhancements to the Rearden Commerce solution have included:

- **First-of-its-kind Corporate Dining Experience**

Corporate dining represents a significant spend category, which has traditionally gone unmanaged. Employees using Rearden Commerce's new dining service can select from 37,000 restaurants and compare them based on location, cost, availability and Zagat and Gayot ratings. Through its exclusive agreement with Rewards Network, Rearden Commerce provides corporations a 10 percent rebate whenever their employees dine in any one of 9,000 participating restaurants.

- **"Green" Conferencing**

As more corporations focus on implementing environmentally sustainable business policies, Rearden Commerce introduced a solution that lets employees book audio and Web conferencing from the same site where they book business travel. By managing demand for travel services at the point of purchase, procurement executives simultaneously reduce expenses and employees' carbon footprint.

"The Rearden Personal Assistant has always saved people time and their companies, money," says Grady. "Now, it's doing its part to save the environment by minimizing the impact of business travel. Visual guilt has already proven transformative in helping users make financially responsible decisions for their companies and now we have the opportunity to guide more than 1 million business travelers toward environmentally responsible choices for their planet."

Rearden Commerce Receives Validation and \$100M Funding

Rearden Commerce recently announced that it secured \$100 million in funding from investors including JP Morgan Chase & Company, American Express, Oak Investment Partners and Foundation Capital. This funding will be support Rearden Commerce's rapid expansion and development plans and help the company expand its on-demand platform, which supports its online personal assistant, with new merchants and third-party applications providers. "Rearden Commerce has produced a game-changing platform that not only delivers applications that make procuring services much easier for people, but helps companies achieve significant savings," said Fred Harman, managing partner of Oak Investment Partners.

"Closing a round of this magnitude in today's tumultuous economic environment is a tremendous validation of Rearden Commerce's business model, our market momentum and the quality of our people and technology," said Grady.

"At a time when the capital markets are closed for new investments, Rearden Commerce has captured the attention and support of credit card powerhouses Chase and American Express, as well as two of Silicon Valley's premier venture capital firms, Oak and Foundation Capital.

ConAgra Foods Benefits from Rearden Commerce Solution

Food giant ConAgra Foods, joined by corporations such as GlaxoSmithKline and JDSU, turned to Rearden Commerce for a more strategic approach to controlling its services spend and maximizing savings opportunities while providing a superior user experience to ensure widespread adoption.

After only 30 days of using the Rearden Personal Assistant, ConAgra Foods reported an 81 percent adoption rate for air booking. ConAgra Foods also achieved an 11 percent reduction in the average air ticket price, translating to a \$3.5 million annual cost savings.

"This is something we've been struggling with for a long time," says

Amanda Jackson, procurement category manager at ConAgra Food. "We were hovering around 12 to 13 days in advance for airline purchases and have never exceeded 14 days. Now we're almost at 16 days."

Other benefits obtained thanks to widespread use of the Rearden Personal Assistant include:

- 30 percent increase in use of preferred hotels
- 75 percent increase in online hotel and car bookings
- 4 percent increase in use of non-refundable tickets
- 3 percent increase in use of preferred air carrier

By demonstrating their ability to move supplier market share through the Rearden Personal Assistant, ConAgra Foods' procurement team now also enjoys increased negotiating leverage.

About Rearden Commerce, Inc.

Rearden Commerce is headquartered in Foster City, Calif. For more information, visit www.reardencommerce.com.

PATRICK W. GRADY FOUNDER AND CEO, REARDEN COMMERCE



A recognized pioneer in Web Services and on-demand technologies, Grady has guided Rearden Commerce to a commanding leadership position as the world's only Internet platform for services. With more than 1,700 customers spanning the Fortune 50 to small/medium enterprises, leading distribution partners like American Express Business Travel, and more than 137,000 merchants, content and application providers, the company is transforming how individuals and businesses buy and sell services online.

Grady founded Rearden Commerce with one vision: to provide the world with an online Personal Assistant for work and life that helps people find and buy what they need based on who they are, what they like, where they are and the context of what they are doing.

In addition to serving as CEO, Grady is Rearden Commerce's strategic architect, guiding the company's product and technology vision. As an evangelist for the Web's next generation, he is a sought-after industry speaker and has been recognized by leading U.S. publications such as *Business Travel News*, *Fast Company*, *Red Herring* and *Supply & Demand Chain Executive* as a business-to-business and Internet visionary.

Prior to founding Rearden Commerce, Grady spent 10 years in venture capital and leadership roles in the technology sector.