

For Immediate Release

Contacts:

Nanci Murphy

Avicon

781-464-3082

nmurphy@avicon.com

Laura MacSweeney

DDB Associates

781-395-6420

lmacsweeney@comcast.net

Avicon Becomes Corporate Sponsor for Penn State's Center for Supply Chain Research

*Avicon's President to Serve as Program Director at Supply Chain Leaders Forum on
Adaptive Supply Chains*

WALTHAM, MA, April 19, 2004 – Avicon, architects of the new supply chain, today announced that it has become a corporate sponsor of Penn State's Center for Supply Chain Research, one of the nation's leading institutions dedicated to supply chain management research and education.

“We are pleased that Avicon has joined our Corporate Sponsorship Program and look forward to the company playing a more active role in the Center’s educational programs,” said John J. Coyle, Founding Director of the Center for Supply Chain Research and Professor Emeritus of Business Administration. “The goal of our Corporate Sponsorship Program is to create comprehensive logistics research and education partnerships between the center and a limited number of member firms. Avicon’s extensive logistics and supply chain management expertise will be an asset to our program.”

Avicon will play a leading role in the Center for Supply Chain Research’s Leaders Forum on Adaptive Supply Chains to be held on April 20 - 22, 2004 at The Penn State Conference Center Hotel in University Park, Pennsylvania. David Demers, president and chief strategy officer at Avicon, will serve as program director and lead a workshop on Supply Chain Transformation. Marc Linster, Avicon’s chief technology officer, will lead workshops on Emerging Technologies for Adaptive Supply Chains and the Basics of RFID. Mr. Linster will also moderate a panel discussion on RFID and Technology Applications.

“Penn State’s Center for Supply Chain Research is a prestigious research community of scholars and practitioners dedicated to shaping the practice of

logistics and supply chain management," said Demers. "We are pleased to be part of this illustrious program and intend to be very active. We will be partnering with Penn State in the delivery of customized training on supply chain transformation. These will be offered through Penn State's Executive Programs Office."

About Penn State's Center for Supply Chain Research

Penn State's Center for Supply Chain Research is one of the nation's leading institutions dedicated to research and education in the field of logistics and supply chain management. It is organized within the Division of Research of The Mary Jean and Frank P. Smeal College of Business Administration. Founded in 1989, the Center represents an interdisciplinary approach to the research and development of state-of-the-art logistics and distribution systems. Much of the resource base for the Center is drawn from Penn State's Department of Supply Chain and Information Systems. With 34 faculty members and 800 student majors, the department is one of the largest academic concentrations of supply chain education and research in the United States.

About Avicon

Avicon is a supply chain consulting firm for clients who require rapid improvement in their operational and financial performance. Avicon designs and implements supply chain strategies and architects the underlying business process and IT solutions that bring those strategies to life. Avicon's customers include Cisco Systems, EMC Corporation, Enterasys Networks, Hard Rock Café, Hewlett Packard, Kuehne & Nagel, Lucent Technologies, NMS Communications, Schenker AG, Siemens and United Technology Corporation. Headquartered in Waltham, Massachusetts, Avicon is on the web at www.avicon.com.

#####