



SynQuest Announces Printed Packaging Industry Initiative

Supply Chain Planning Solutions for a \$53 Billion Industry Designed to Simultaneously Improve Customer Service and Reduce Costs

ATLANTA (March 11, 2002) – SynQuest, Inc. (Nasdaq: SYNQ) today outlined a supply chain initiative to enable printed packaging companies to achieve cost reductions and customer service improvements – delivered quickly.

The SynQuest initiative targets three industry segments: flexible packaging, folding carton and corrugated packaging. It delivers planning solutions designed to address the key business challenges facing printed packaging companies, improving customer service, margins and return on assets. SynQuest addresses these issues with solutions that are designed to maximize profit while improving customer service. These solutions focus on integrated manufacturing management, order coordination across multiple facilities, and supply chain network rationalization.

“We have a long history of adding value for our printed packaging customers,” said Tim Harvey, president of SynQuest. “With our latest supply chain planning products, we are now extending our capabilities to address the most critical pain points facing printed packaging companies today. For many companies, gaining control of their production environments to improve on-time delivery is paramount for improving profitability. Others must reexamine their supply chains in reaction to mergers and acquisitions. We have the domain expertise and proven solutions working at customer sites to address these challenges and deliver profit and service benefits.”

SynQuest customers in the printed packaging industry include Printpack and Alcoa in flexible packaging; North State Cartons, in folding carton; and Corrflex in the corrugated segment.

The SynQuest initiative addresses the following critical business processes for the printed packaging industry:

Integrated Manufacturing Management for Plants, which combines advanced planning with trim optimization and supply chain event management to manage orders in a real-time production environment designed to deliver the fastest, most reliable and lowest total cost results possible. Unlike the disparate systems currently in use by most printed packaging companies, SynQuest offers a single solution to manage an order throughout the entire production process and boost on-time shipments from manufacturing to customers or distribution centers. SynQuest software can create optimal

production plans based on quickly changing scenarios, such as a hot order, or an order that has the potential of being late. It can also provide the event management capabilities to evaluate how to best manage these situations, taking into account cost, delivery and impact on other orders.

The manufacturing solution also includes *trim optimization* that allows printed packaging companies to optimize roll stock yield for the lowest cost while meeting customer shipment dates. Trim optimization is integrated into the production scheduling system to minimize scrap but not at the expense of the customer ship date. For improved service, sales staff, customer service representatives and customers can monitor the status of jobs via the Web.

Order Coordination Across Multiple Facilities, which helps printed packaging companies look beyond fixed sourcing and determine the best way to source an order across all plants for the total lowest delivered cost and reliable delivery, given the tradeoffs in manufacturing, distribution and inventory. The solution is designed to enable companies that produce and distribute orders across multiple sites to reduce total delivered costs and improve asset utilization. It also is designed to provide a mechanism to proactively plan plant loads and, where possible, distribute jobs to other facilities during peak demand periods. The process supports offloading with sufficient visibility to insure raw materials, tooling and graphics are delivered to the correct point of use, thereby minimizing inter-plant shipments.

Business Strategy Planning for Mergers, Acquisitions and Divestitures, which allows companies facing consolidation challenges to make rational, supply chain decisions to maximize profit and return on investments. SynQuest provides sophisticated supply chain design and strategy tools to enable companies with multiple plants, products, warehouses, distribution centers and production capability to measure and design the most profitable way to service existing customers as well as new markets.

In addition, SynQuest can also help high-volume printed packaging companies with seasonal demand, long lead times, and large asset bases understand how to assign resources in advance of demand to maximize profit. SynQuest's approach is unique in its ability to provide an integrated view of the entire demand/supply chain and maximize profit by simultaneously evaluating the demand volume and associated revenue with the constraints, lead times and cost of the network.

About SynQuest

SynQuest, Inc. specializes in providing supply chain planning software that is designed to significantly reduce manufacturing and logistics costs and, at the same time, enable companies to meet customer requirements. SynQuest software uses financially focused technology to solve specific, high-value supply chain problems for target markets including automotive, consumer durables and industrial manufacturers. The company's supply chain planning solutions feature rapid implementation for a fast, compelling return on investment. For more information, call 1-800-844-3228 or visit www.synquest.com.

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