



# Press Release

An Announcement from AHMA

## **AHMA ANNOUNCES LAUNCH OF ADVANTAGE GPO<sup>SM</sup>**

### **Global Buying Consortium Designed to Increase Profitability**

Schaumburg, Illinois, April 4, 2008 — The American Hardware Manufacturers Association (AHMA), the hardware/home improvement's leading trade association, today announced the launch of Advantage GPO, a buying consortium designed to increase the profitability of its members.

“The focus on profitability has increasingly shifted to taking cost out of operations,” said Timothy S. Farrell, AHMA’s President and Chief Executive Officer, “and this program can significantly and positively improve a company’s ability to do so.”

Advantage GPO gives members the ability to take advantage of the buying power of more than 450 companies to leverage pricing on items ranging from raw materials to office supplies from more than 110 endorsed suppliers. AHMA members, as well as other industry manufacturers, wholesalers, retailers, etc., can join Advantage GPO.

“We know that the top economic concerns for manufacturers are costs for raw materials, MRO, shipping and energy costs,” said Farrell, “and Advantage GPO is a way to mitigate those concerns. Advantage GPO will provide real savings to help our members gain a competitive advantage in the ever-increasing global marketplace.”

Advantage GPO is powered by Prime Advantage, a leading buying consortium for small and mid-sized manufacturers.

“Over the last ten years, our group of Members and Endorsed Suppliers has formed strong partnerships that create long term cost reduction and increased profitability for our members,” said Louise O’Sullivan, President of Prime Advantage Corporation.

#### **About Advantage GPO**

Advantage GPO is a private buying group established to deliver savings on raw materials, components, supplies and services. Combining the purchasing power of industrial manufacturers, Advantage GPO uses its group leverage to negotiate volume rebates and discounts with an exclusive group of world-class, endorsed suppliers.

Membership in Advantage GPO is not restricted to AHMA members. In fact, any company or organization in the hardware/home improvement industry can become a member of Advantage GPO and still receive significant discounts and rebates. AHMA members receive a discount on Advantage GPO annual membership fees.

Advantage GPO is a proprietary program of the American Hardware Manufacturers Association.