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ITRADENETWORK™ LAUNCHES NEW SUPPLY CHAIN TRADING PLATFORM

PROCUREMENT WORKBENCH 2.0 PROVIDES LOW COST OF OWNERSHIP AND FASTER ROI

PLEASANTON, CA. – January 26th, 2009 – iTradeNetwork™ Inc. (ITN), the leading global provider of on-demand supply chain management and intelligence solutions to the retail, hospitality and foodservice industries, today announced the release of iTradeNetwork Procurement Workbench 2.0, an Internet-based procure-to-pay platform. The new platform will consolidate and significantly enhance several existing procurement solutions such as ITN's Branded Procurement. Used daily by over 100,000 operator and distributor customers, Branded Procurement simplifies purchasing and improves compliance for operators and helps distributors maximize sales margins by allowing orders to be placed online 24 hours a day, seven days a week.

Procurement Workbench 2.0 combines the latest Web 2.0 technologies into a single, adaptive platform that creates a Web-based trading hub for enterprise buyers and sellers in ITN's network, which currently includes over 5,500 global companies transacting \$220 billion annually. Buyers and sellers will discover the service oriented architecture (SOA) and pre-integrated modules lead to faster implementations, simplified integrations, greater customization and greater flexibility than with competitive solutions.

"There has been a tremendous amount of excitement around the release of iTradeNetwork's Procurement Workbench 2.0 platform," said Robert Bonavito, CEO of ITN. "We are experiencing an unprecedented time in the world economy and companies need to think carefully about how they spend their IT budgets. The platform allows customers to quickly deploy a robust global solution in the most cost effective manner. ITN engineers have been working very hard over the last twelve months to develop a product that will revolutionize trading relationships."

This latest innovation is a globally-capable platform developed in partnership with many of ITN's customers worldwide. It includes multi-language and currency capabilities and can be deployed to customers in any country without lengthy implementations, software downloads or behind-the-firewall deployments. All that is needed to participate in the trading hub is an Internet browser.

About iTradeNetwork Inc.

iTradeNetwork Inc. is the leading global provider of on-demand supply chain management and intelligence solutions to the retail, hospitality and foodservice industries. Built upon deep industry expertise, a rich data foundation and the industry's most extensive trading partner network, ITN's collaborative solutions allow distributors, manufacturers, operators and retailers of all sizes to reduce cost, grow revenue and strengthen trading partner relationships. Today, ITN's growing customer list includes over 5,500 global companies. For more information, visit www.itradenetwork.com.

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