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• **JDA Software Group, Inc.**  
• **NEWS RELEASE**  
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*JDA Investor Relations and Public Relations  
contacts noted at the end of release*

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## **Oriflame Increases Responsiveness to Demand Across Global Markets with the Support of JDA Software**

Scottsdale, Ariz. – July 19, 2010 – [JDA® Software Group, Inc.](#) (NASDAQ: JDAS), The Supply Chain Company®, announced today that the Scandinavian cosmetic company **Oriflame** has successfully completed the implementation of JDA® Fulfillment. The deployment of this solution enables the company to reduce its fulfillment planning cycles from monthly to daily and improve supply chain visibility. As a result, Oriflame can now respond faster to global market changes, helping it better meet ever-changing consumer demand.

“Oriflame’s supply strategy is focused on achieving speed, flexibility and agility to support our direct sales business. We do this by aligning our supply footprint to our sales markets, shortening the supply chain wherever possible and increasing visibility into product flows. Our investment in JDA enables this strategy by providing us with real-time information,” said **Jonathan Kimber, executive vice president global supply, Oriflame.**

Kimber added that the system supports Oriflame with day-to-day decision making throughout its supply and distribution network.

“JDA Fulfillment was selected following a very thorough evaluation process that involved all major players in the supply chain solutions market. JDA demonstrated that its solution had very strong functional capabilities, which would support our strategic direction,” commented **Mathias Ericsson, vice president quality & process management, Oriflame.** “JDA also stood out during our evaluation as a highly professional and financially stable business partner, which we could build a long-term and sustainable relationship with.”

**Brian Mort, JDA Software’s regional vice president, EMEA,** commented, “The JDA solution helps organizations ensure that the right inventory is available, in the right place and at the right time. We are delighted that Oriflame has deployed JDA Fulfillment to help improve its supply chain processes and enhance its agility in global markets. We look forward to supporting Oriflame deliver a world-class service.”

### **About Oriflame**

Oriflame is one of the fastest growing beauty companies selling direct. Oriflame is present in more than 60 markets and has a leading position in over 30 markets. The company offers a wide range of high-quality beauty products as well as a unique opportunity for people to join its sales force and start their own business. As of today, it has a sales force consisting of approximately 3.3 million consultants who market Oriflame products around the globe. Oriflame was founded in Sweden in 1967 by Jonas and Robert af Jochnick and their friend Bengt Hellsten. For more information, visit [www.oriflame.com](http://www.oriflame.com)

## About JDA Software Group, Inc.

[JDA® Software Group, Inc.](#) (NASDAQ: JDAS), The Supply Chain Company®, is a leading provider of innovative supply chain management, merchandising and pricing excellence solutions. JDA empowers more than 6,000 companies of all sizes to make optimal decisions that improve profitability and achieve real results in the discrete and process manufacturing, wholesale distribution, transportation, retail and services industries. With an integrated solutions offering that spans the entire supply chain from materials to the consumer, JDA leverages the powerful heritage and knowledge capital of acquired market leaders including i2 Technologies®, Manugistics®, E3®, Intactix® and Arthur®. JDA's multiple service options provide customers with flexible configurations, rapid time-to-value, lower total cost of ownership and 24/7 functional and technical support and expertise. To learn more about JDA Software, please visit [www.jda.com](http://www.jda.com), e-mail [info@jda.com](mailto:info@jda.com) or follow [JDASoftware](#) on Twitter.

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- 30 -

This press release contains forward-looking statements that are made in reliance upon the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. Forward-looking statements are generally accompanied by words such as "can," "will," "ensure," "help," "enable" and "expect" and other words with forward-looking connotations. In this press release, such forward-looking statements include, without limitation, comments and remarks that our solutions will enable our customers to reduce fulfillment planning cycles and improve supply chain visibility. The occurrence of future events may involve a number of risks and uncertainties, including, but not limited to: (a) our solutions may not perform exactly as we anticipate; (b) there may be implementation and integration problems associated with our solutions; and (c) other risks detailed from time to time in the "Risk Factors" section of our filings with the Securities and Exchange Commission. Additional information relating to the uncertainty affecting our business is contained in our filings with the SEC. As a result of these and other risks, actual results may differ materially from those predicted. JDA is not under any obligation to (and expressly disclaims any such obligation to) update or alter its forward-looking statements, whether as a result of new information, future events or otherwise.

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