

**"FOR IMMEDIATE RELEASE"**  
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## **INSIGHT NETWORK LOGISTICS SELECTS SDI's SUPPLY CHAIN BUILDER SIMULATION SOFTWARE**

**MARYVILLE, Tenn. – March 21, 2002** – Simulation Dynamics, Inc.® (SDI), a leading simulation software and services provider, announced today that Insight Network Logistics (INL) will use SDI's Supply Chain Builder software to assist INL in reduction of the delivery times of DaimlerChrysler (DCC) vehicles by increasing efficiencies across the auto maker's distribution network.

INL was formed by Union Pacific Corporation on July 31, 2001. The wholly owned subsidiary of Union Pacific Corporation, which is based in Detroit, is tasked with tracking DCC vehicle shipments from assembly plants to dealers across North America.

"We were looking for a product that would integrate well with VinVision™, our advanced vehicle management system," said Roland Fortner, General Manager at INL. "The ability to use current and historical data from VinVision to simulate future vehicle distribution patterns will help us more effectively manage our resources and anticipate potential bottlenecks before they occur. We chose SDI's product because we felt it could be easily integrated with our system, implemented faster than other alternatives and ultimately help us take time out of our client's current distribution process."

SDI, which will also provide services such as training and consulting to INL, expects INL to meet its targeted 30% reduction in vehicle delivery times within the first twelve months of software usage. Dave Parsons, Vice-President of SDI, said, "INL/DCC's transport network is an ideal application of SC Builder's flexible approach to supply chain modeling. SC Builder naturally incorporates the complex rules for routing and mode changes that are at the heart of the INL network management problem."

Supply Chain Builder is a simulation platform for understanding complex supply chains and distribution networks. The software, which enables companies to predict the performance of their processes over time and make informed decisions about business strategies, provides high-level professionals a tool for understanding supply chain behavior.

SDI offers the Supply Chain Builder software as one element in a total solution package which also includes consulting, implementation, analysis, and training.

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**About Simulation Dynamics:**

Simulation Dynamics offers platforms designed to provide understanding of supply chains and other complex manufacturing and business processes. SDI's products and services are used by organizations around the world to analyze capital investments, crewing, scheduling, logistics, and supply chain scenarios in a risk-free environment before implementing change.

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