

For Immediate Release

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**BLUMBERG ADVISORY GROUP, INC., ANNOUNCES  
FIRST PREMIUM LEVEL SPONSOR OF  
REVERSE LOGISTICS RESEARCH PROJECT**

*DEX to Sponsor Reverse Logistics and Aftermarket Services Management Research*

**PHILADELPHIA – JULY 22, 2008** – Blumberg Advisory Group, Inc., a leading research and consulting group, announces that DEX®, a leading supply chain solutions provider, will serve as the first premium level sponsor for its latest research project.

DEX will sponsor the study, titled “Reverse Logistics and Aftermarket Services Management: A Strategic Look at the State of The Art.”

The first in a two-part series, this project will investigate, analyze and assess key business drivers that influence decisions to improve bottom line profitability, customer satisfaction, and quality of Reverse Logistics Operation through implementation of best practices and enterprise system software.

Blumberg understands many high-tech companies are missing significant business opportunities to improve the quality, efficiency, and productivity of Reverse Logistics Supply Chain Operations.

“Our study will look at critical factors influencing systemic and operational investments in Reverse Logistics Management,” said Michael Blumberg, president of Blumberg Advisory Group, Inc. “We’ve identified a need to advance the development of best practices with respect to Reverse Logistics Management and are confident it will provide information businesses need to better understand its importance and value.”

The study will obtain information through in-depth studies of state-of-the-art technologies, benchmarking assessments, and anecdotal and case study examples. It will offer a high level of insight into workable solutions and will identify payoff that could be achieved through the use of a mix of systems, technology, policies and procedures.

“DEX is proud to be the first sponsor of this important study, identifying benchmark information that will enable the industry to look at today’s gaps with hopes of filling them in the future,” said Michael O’Donnell, DEX’s senior vice president of business development and marketing.

The second research study will focus on outsourcing trends and opportunities, and will be conducted in conjunction with the initial study on reverse logistics.

**About Blumberg Advisory Group, Inc.**

Founded in 1969, Blumberg Advisory Group, Inc. works to improve company profits through strategic services, assisting in the analysis, evaluation, development and implementation of profitable business strategies based on the principle that the provision of aftermarket services be managed as a separate, strategic, and profitable business. For more information about the studies, contact Michael Blumberg at 215-643-9060 or visit us at <http://blumberg-advisor.com>.

**About DEX**

DEX<sup>®</sup>, founded in 1980, is in the business of delivering innovative supply chain solutions to clients by leveraging its expertise in consulting, engineering, software, systems, and operations. DEX offers three types of business services to address all aspects of supply chain management. DEX's Supply Chain Solutions provide end-to-end forward and reverse logistics, repair, parts sourcing and sales, and asset recovery services. DEX Systems & Software, the IT division of DEX, designs, builds, and deploys world-class customizable Oracle<sup>®</sup>-based supply chain software solutions. DEX Professional Services provides clients with customized supply chain design, product reverse engineering, software engineering, systems analysis, and project implementation management consulting and analysis. The company maintains facilities on the East and West Coasts of the United States, as well as in Europe and Asia. For more information, visit [www.dex.com](http://www.dex.com).

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