



Horizon Technology's unconventional distribution and innovative delivery of market liquidity receives recognition from Supply & Demand Chain Executive Magazine

Leading Business Magazine Names Horizon Technology as an Innovative Supply and Demand Chain Vendor

New York — June 25, 2009 — *Supply & Demand Chain Executive Magazine*, the executive's user manual for successful supply and demand chain transformation, this month announced its eighth-annual listing of the Supply & Demand Chain Executive 100.

The magazine focused its criteria for its "100" feature on economic recovery. *Supply & Demand Chain Executive* has identified leading providers of supply chain services and technologies who are helping their customers and clients both respond to the downturn and, more importantly, position themselves for growth ahead.

"Our readers turn to *Supply & Demand Chain Executive* to learn about solutions and best practices for enabling the supply chain to weather the current economic storm in which we find ourselves, and also to position themselves for growth when recovery takes hold." explained Andrew K. Reese, editor of *Supply & Demand Chain Executive*. "The corporate executives and line-of-business leaders who rely on the magazine want to know what the different supply chain solution and service providers are doing to help them

Horizon Technology has challenged the traditional distribution paradigm. Horizon's unconventional distribution model is predicated on delivering unprecedented market liquidity, which is the result of aggregating global supply and demand on commodities such as hard drives, LCD displays, and CPUs via their GSD database.

"Contribution not distribution. Simply sourcing and shipping product on an as need basis represents the old distribution paradigm. Proactively buying at points where costs are low and supply is high, while maintaining relatively lean inventory is the new paradigm. With our in-house Global Supply & Demand database we assist our customers in achieving that efficient supply chain position, which is a huge advantage during slower economic growth and during the ramp up stages of a recovering economy," exclaimed Kurt Johnson, CEO of Horizon Technology.

"We don't sell to our customers, we partner with them, and that's where the difference really lies," Mr. Johnson later added.