

FOR IMMEDIATE RELEASE**Zep Inc. Selects Zilliant's Market-Leading Price Optimization Solution**

Austin, TX – November 16, 2009 – Zilliant, the leading provider of [price optimization](#) and margin management solutions for B2B manufacturers, distributors, high-tech, and industrial service companies, today announced Zep Inc. (NYSE: ZEP), a leading provider of specialty chemical products to a wide variety of industrial, institutional and retail customers, has selected the company's solutions to enhance and streamline its pricing processes enterprise-wide. Zilliant's technology will enable Zep to provide customers with real-time, market-based pricing and offer cross-selling opportunities.


"After an extensive review of pricing technology solutions on the market, we selected Zilliant because of their unique ability to provide Zep with an improved understanding of the price sensitivity of our customers on every product in the markets we serve," said John K. Morgan, Chairman, President & CEO of Zep Inc. "The technology will help us provide predictive, market-driven prices and will ultimately improve our customer service. We are excited to be moving forward with a data-driven approach that will make the pricing process more efficient for our associates, allowing them to spend even more time servicing our customers."

"We are pleased to be selected by such a forward-thinking and progressive company within the specialty chemicals sector," said Tim Hamilton, SVP Sales and Marketing, Zilliant. "By investing in Zilliant's optimization and analytics technology, Zep has positioned itself among the visionary B2B companies who have chosen to move towards innovative pricing strategies that will undoubtedly help the company remain competitive and profitable today and for the long term. We look forward to a successful relationship."

To keep on top of Zilliant developments, news, events and happenings please subscribe to Zilliant's [RSS Feed](#).

About Zep, Inc.

Zep Inc. (NYSE: ZEP), with fiscal year 2009 net sales of more than \$500 million, is a leading producer, marketer, and service provider of a wide range of cleaning and maintenance solutions for commercial, industrial, institutional, and consumer end-markets. Zep Inc.'s product portfolio includes anti-bacterial and industrial hand care products, cleaners, degreasers, deodorizers, disinfectants, floor finishes, sanitizers, and pest and weed control products. The Company markets these products and services under well recognized and established brand names, such as Zep[®], Zep Commercial[®], Zep Professional, Enforcer[®], National Chemical[®] and Selig[™],

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some of which have been in existence for more than 100 years. Zep's headquarters are in Atlanta, Georgia. Visit the company's website at www.zepinc.com.

About Zilliant

Zilliant is the leading provider of price optimization and margin management solutions for B2B manufacturing, distribution, high-tech, and industrial service companies. Zilliant uses existing transactional data to improve decisions across all facets of price analysis, price setting and execution. Zilliant helps companies achieve the best pricing possible on every deal, agreement, and price list, increasing profits by tens of millions of dollars. Headquartered in Austin, Texas, Zilliant is a privately held company. Investors include Austin Ventures, Cardinal Ventures, Panorama Capital, and Trellis Partners. For more information contact Zilliant at 877.893.1085 or visit www.zilliant.com.

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