

Category Management Association Continues to Support the CPG Industry with Web-based Share Groups

San Antonio, TX (March 16, 2009) – The **Category Management Association** announces its recently established Space Management Share Group. The Space Management Share Group provides a venue for manufacturers, retailers and other space management participants to discuss via web-meeting the use of space management tools to achieve results, how to incorporate new technology and measurement processes, and planogram compliance for retail success at the shelf.

“Space Management is coming into its own.” Said Donna Frazier, Founder and President of the Category Management Association. “We are proud to provide this important venue where space management professionals can discuss issues and learn about the latest developments in Space and Category Management.”

In addition to providing a monthly web-meeting discussion forum for manufacturers and retailers, the Space Management Share Group also provides an opportunity for members to view and evaluate new technology such as the recently launched ShelfSnap.

“Understanding in-store execution is an important part of the Space Management process,” explains Ms. Frazier. “Providing a demonstration of new execution measurement technology, such as ShelfSnap, is a service we are pleased to provide our members.”

The Space Management Share Group is just one of the industry-focused panels operated by the Category Management Association designed to promote ideas and utilize resources in the CPG industry. Other share groups cover topics such as category management training, human resources, information technology solutions for category management, standards and certification for category managers and university alliances. New groups are continually forming.

About the Category Management Association

Since 2004, the Category Management Association has been recognized as the leading resource for sharing information and advice to support Space Management in the CPG Industry.

The association website is an information repository (created by the members) for all things CatMan - using a broad definition to include Shopper Insights, Consumer Insights, Space Management, Trade Promotions, In-Store Execution - and anything else that impacts Strategic Sales and Marketing.

www.cpgcatnet.org

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