

## **MSC Industrial Direct Co., Inc. Selects PROS Industry Leading Price Optimization Software for B2B Industrial Distributors to Improve Margins**

Houston, Texas July 30, 2009 – MSC Industrial Direct Co., Inc., one of the nation's largest providers of industrial supplies and equipment, has selected PROS, the world leader in pricing and revenue optimization science and software, for an enterprise-wide deployment of PROS' Price Optimization Software. MSC's deployment across its 96- branch network includes PROS Scientific Segmentation, PROS Pricing Guidance, PRO Scientific Analytics, PROS Price Optimizer and PROS Deal Optimizer.

"After an extensive review of all pricing software tools, PROS was selected based on its ease of use, demonstrated speed and success of their implementations and strong financial track record," said Charlie Bonomo, CIO, MSC. "PROS is the best solution for MSC because it can meet our current and long-term needs based on its frequent product releases and ease of upgrade. Additionally, it offers the industry's largest commitment to pricing technology R&D, which will deliver improved margins for MSC for many years to come."

PROS will provide MSC sales representatives with the ability to offer the right products at the right prices to maximize market share and profitability, while increasing customer satisfaction. Industry leading distributors like MSC leverage PROS' scalable software and integrated pricing science to increase visibility and profit improvement opportunities, set and enforce optimized pricing strategies and quickly turn around contract and deal proposals to win more profitable business.

"Partnering with MSC reinforces PROS' position as the leading price optimization software products company for innovative B2B companies and it provides another example where a company has looked to us to upgrade from a competitor system to PROS," said Andres Reiner, EVP, PROS. "We are proud to be working with MSC, a leader in B2B industrial distribution, and we look forward to a successful long-term partnership."

### About MSC Industrial Direct Co., Inc.

MSC Industrial Direct Co., Inc. is one of the premier distributors of metalworking and maintenance, repair and operation (MRO) supplies to industrial customers throughout the United States. MSC distributes in excess of 500,000 industrial products from more than 2,100 suppliers to approximately 348,000 customers. In-stock availability is approximately 99%, with next-day, ground shipping delivery to the majority of the industrial United States. MSC reaches its customers through a combination of over 30 million direct-mail catalogs and CD-ROMs, 96 branch sales offices, 927 sales associates, the internet and associations with some of the world's most prominent B2B e-commerce portals.

### About PROS

PROS Holdings, Inc. is the leading provider of pricing and revenue optimization software products, specializing in price analytics, price execution, and price optimization. By using PROS' software products, companies gain insight into their pricing strategies, identify pricing-based profit leaks, optimize their pricing decision making and improve their business processes and financial performance. PROS' software products implement advanced pricing science, which includes operations research, forecasting and statistics. PROS high performance software architecture supports real-time high volume transaction processing and allows PROS to handle the processing and database requirements of the most sophisticated and largest customers, including customers with 100's of simultaneous users and sub-second electronic transactions. PROS provides professional services to configure its software products to meet the specific pricing needs of each customer. PROS has implemented over 200 solutions across a range of industries in more than 40 countries.

Founded in 1985, PROS is headquartered in Houston, Texas. Today, PROS has over 350 employees, more than 100 with advanced degrees and over 25 with Ph.D.s. To learn more about PROS, please visit [www.prospricing.com](http://www.prospricing.com).

### Forward-looking Statements

This press release contains forward-looking statements, including statements about the functionality of the PROS products and their ability to manage and forecast across an enterprise. The forward-looking statements contained in this press release are based upon PROS historical performance and its current plans, estimates and expectations and are not a representation that such plans, estimates or expectations will be achieved. Factors that could cause actual results to differ materially from those described herein include PROS ability to develop new products and product enhancements with the required functionality desired and PROS ability to implement and support successfully its products to the expectations of its customers. Additional information relating to the uncertainty affecting the PROS business are contained in PROS filings with the Securities and Exchange Commission. These forward-looking statements represent PROS expectations as of the date of this press release. Subsequent events may cause these expectations to change, and PROS disclaims any obligations to update or alter these forward-looking statements in the future, whether as a result of new information, future events or otherwise.

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