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HEADLINE: **Newell Rubbermaid** Streamlines Business Processes Using ATG Commerce and Portal

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BODY:

ATG to Support More Than 50 Branded Sites to Web-Enable Enterprise Processes For Consumers, Customers, Suppliers and Employees

ATG (Art Technology Group, Inc., Nasdaq: ARTG), a leading developer of online CRM applications for commerce, portals, and relationship management, today announced that **Newell Rubbermaid**, a Fortune 500 global marketer of consumer products, has completed a successful launch of many of its consumer, channel partner, and employee Web sites with ATG.

Seeking to implement a single platform to manage its many independent Web sites, **Newell Rubbermaid** turned to ATG Commerce and the ATG Relationship Management Platform. As **Newell Rubbermaid** has grown through acquisition, the company needed a way to consistently manage the Web process of the company's numerous brands such as Paper Mate, **Rubbermaid**, Calphalon and Graco. The various sites lacked consistency and were not integrated technically. Using the ATG Relationship Management Platform, **Newell Rubbermaid** now has centralized site management and the ability to share technical resources, while allowing each brand division to maintain day-to-day control over its site content and processes with ATG Commerce. In addition to centralized administration and development of its Web sites, **Newell Rubbermaid** also was seeking to reduce order entry time and to provide real-time information on order status and purchase orders to customers, suppliers, and employees. While **Newell Rubbermaid's** order information is stored on mainframes due to volume, the ability of ATG Commerce to integrate with any existing infrastructure proved instrumental in bringing this information to the frontline in a useful format, contributing significantly to the success of the site launches.

In just 12 weeks, the corporate development and business teams at **Newell Rubbermaid** and Sanford Corp., which is comprised of Sharpie and Paper Mate among other brands, launched an initial portal for customers, suppliers, and employees as well as two consumer sites with ATG Commerce.

As an example of CRM improvements, the Levolor division is currently working on a

project with a large, complex customer on an industry-specific solution to allow designers the ability to configure, price and validate custom window fashion orders. **Newell Rubbermaid** and Levolor expect this to significantly increase order accuracy and materials forecasting for over 5,000 orders per year.

"Through the use of ATG Commerce, we have been able to implement many of our product sites quickly and effectively," said Vince Vachio, director of e-business at **Newell Rubbermaid**. "By leveraging a centralized approach and infrastructure built and maintained by **Newell Rubbermaid**, we are able to maintain an aggressive project schedule and allocate resources effectively to meet the needs of our numerous divisions."

"**Newell Rubbermaid** faces a common problem among large consumer products companies - maintaining consistency across multiple brands," said Victor Cheng, senior director of strategy and business development, ATG. "With ATG Commerce **Newell Rubbermaid** can take advantage of re-useable code for quickly building consistent brand sites."

Newell Rubbermaid currently has implemented eight additional customer, supplier, and employee portals and five consumer sites. Moving forward, **Newell Rubbermaid** plans to take further advantage of ATG Commerce by utilizing Scenario Personalization(SM) to test market new products and enable a richer buying experience for the company's customers.

About **Newell Rubbermaid**

Newell Rubbermaid Inc. is a global marketer of consumer products with 2001 sales of nearly \$7 billion and a powerful brand family including Sharpie, Paper Mate, Parker, Waterman, **Rubbermaid**, Blue Ice, Calphalon, Little Tikes, Graco/Century, Levolor, Kirsch, Shur-Line, and Eldon. The company is headquartered in Freeport, Illinois and employs 48,800 people worldwide. For more information, visit the company's web site at <http://www.newellco.com>.

About ATG

ATG (Art Technology Group, Inc.) is a leading developer of Online CRM applications that deliver an integrated, personalized experience for customers, partners and employees: the frontline of every business. Customers around the globe rely on ATG for the frontline applications that help build and manage mutually beneficial relationships. Deployed on the industry's most popular application servers, ATG solutions for commerce, portals, and relationship management are ideal for integrated e-business initiatives across the enterprise.

Today, ATG has delivered solutions to blue-chip companies worldwide, including Aetna Services, Inc., Alcatel, American Airlines, Barclays Global Investors, Best Buy, BMG Direct, Eastman Kodak, Ford Motor Credit, HSBC, J. Crew, Sun Microsystems, Walgreens, and WellsFargo and government organizations including the United States

Army and the USDA. The company is headquartered in Cambridge, Massachusetts, with additional locations throughout North America, Europe, and Asia. For more information about ATG, please visit our Web site at www.atg.com.

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