

Contact:
Rob Runyan
614-487-8846

**PAPERBOARD INDUSTRY VETERAN LAUNCHES PROFESSIONAL
MARKET RESEARCH AND SUPPLY FACILITATION AGENCY**

Centrics and OneSource Bring New Ideas to Companies of All Sizes

COLUMBUS, OHIO – June 29, 2007 – Rob Runyan, a 30+ year paper and paperboard industry veteran, announced today the formation of Centrics LLC, a joint venture with Priority Metrics Group (PMG), one of the nation’s leading market research firms, and the launch of OneSource Paperboard LLC, a marketing and supply facilitation services agency targeted specifically toward the fiber-based packaging industry. Together, the two companies will work to identify marketing and sourcing opportunities through dedicated research and develop effective programs to grow clients’ businesses. Runyan serves as principal of both Centrics and OneSource.

“My years in this industry proved to me, beyond any doubt, that most companies are reactive rather than proactive,” said Runyan. “We’re learning more about this new market every day, and most companies know far too little about what their customers are really up against,” said Runyan.

“In today’s highly competitive economic climate, the survivors will operate from an updated full base of knowledge about their customers as well as the variety of “best-in-class” vendors and support services available. They’ll be successfully proactive in executing programs that capitalize on that information.”

Centrics will conduct both primary and secondary research for clients that will benchmark findings against PMG’s database, which is derived from more than 500 studies conducted in more than 20 countries. These projects allow our clients to define and update their selected market value proposition by scientifically measuring their market’s perception of their total business and alternative suppliers. Deliverables include the discovery of their businesses’ market drivers, key improvement needs, relative performance of competitors and competitive products, and especially defining those changing trends that keep their clients up at night.

OneSource receives primary support from HPE, Inc, a well-established 2nd generation “blue-chip” seller of paper and paperboard headquartered in Cincinnati, as well as our network of innovative companies and contacts. OneSource will facilitate positive changes in raw materials as well as customize operational and sales services that go beyond paperboard.

“Our OneSource client projects will optimize their material sources as well as create synergistic collaborative services.” Runyan said

“Our transitional market creates fast-paced change in our supply chain as well as our sales activities. What worked as “fixes” in 2004 aren’t working today. What “works” today will change tomorrow.” OneSource and Centrics were created to allow clients to re-imagine their businesses for growth.

“OneSource focuses on the supply services side of the business and Centrics focuses on our clients’ market dynamics,” continued Runyan. “Our two businesses totally complement each other.

“All changes increase risk for our businesses. We’ll provide fresh, reliable market and industry knowledge, whether it is from OneSource or Centrics. We all are only as good as our poorest quality vendor and the quality of our market information. OneSource and Centrics’ services are the newest “support-line” in our industry.”

OneSource has developed an innovative maze graphic that helps to determine a client’s value proposition by examining its operational model and market conditions.

A recent Centrics project for a leading tube and core manufacturer showed client satisfaction to be significantly lower than they had believed. The research helped to identify the key improvement areas, and the company executed positive changes and discovered new product opportunities. OneSource aided the client by discovering previously “untapped” streams of supply. Now the client is experiencing unprecedented sales growth.

According to Runyan, the days of “build it and they will come” are behind us. In fact, he believes that “service it and they will come” is the heart of our future success.”

“If businesses don’t keep up with their customers’ challenges, and the incredible wave of change in our whole industry, their competitors will,” he said. “My goal is to help my clients keep the leading edge, and create new profits for leverage and expansion. So far, we’ve been very successful.”

More information is available at www.centricsllc.com or at www.onesourcepaperboard.com. Rob Runyan can be reached at 614-487-8846.

###