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For Immediate Release

## PRICING SOLUTIONS NAMED FINALISTS FOR INFORMS PRACTICE AWARD

May 22, 2013 – Pricing Solutions Ltd. is pleased to announce it has been named a finalist for the INFORMS ([Institute for the Operations Research and the Management Sciences](#)) Revenue Management and Pricing Section [Practice Award](#). Pricing Solutions, Molson Coors Canada and Queen's University are jointly nominated for the Award for their roles in developing the Price and Promotional Planning Model™.

The award will be presented June 7, 2013 at the [2013 INFORMS Revenue Management and Pricing Section Conference](#), hosted by the Scheller School of Business at the Georgia Institute of Technology, Atlanta, Georgia.

The winner will be announced following special presentations by each of the finalists during the conference.

The custom-built Price and Promotional Planning Model™ is designed to assess the impact of pricing and promotional actions across multiple product lines and in both competitive and volatile environments. The model is currently in use by Molson Coors Canada. Further international application is planned.

[Pricing Solutions](#) is an international price consultancy, specializing in developing pricing models and pricing management tools in addition to Pricing Strategy, Pricing & Value Research, Pricing Training and Pricing Systems.

INFORMS Revenue Management and Pricing Section champions the use of data, mathematics and computers to better understanding purchasing behavior and improve pricing practices.

Past RM&P Practice Award winners include [HP Labs and Columbia University](#) (2012), [Wyndham Exchange & Rentals, Metrics & Algorithms Team](#) (2011), and [Marriott International](#) (2010).

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