

# Peabody Energy Announces Web-Based Technology Initiatives To Enhance Customer Service And Improve Costs

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Peabody Energy today announced that several technology initiatives have been launched to enhance customer service, streamline the supply chain and reduce costs.

## WEB-BASED PROGRAM AIDS CUSTOMER FUEL MANAGEMENT

Building upon the company's proprietary TRACKERS Program and Coal Quality System, Peabody has introduced a web-based customer microsite to offer customer access to detailed shipment information. The program supports coal shipments from inventory to delivery, tracking logistics and product qualities for specific customers.

The Customer Shipment Management Program lets customers review the source, destination, volume, and quality specifications for deliveries from the world's largest coal company. The secure customer site at PeabodyEnergy.com provides historic data, reporting capabilities, company information and electronic communications with the marketing and sales team.

"Excellent service and quality products are keys to Peabody's long-standing industry leadership," said Executive Vice President of Sales and Trading Paul H. Vining. "We're pleased to offer this innovative new service to allow our customers greater fuel management capabilities."

Broad roll-out of the program is anticipated this summer. For more information, customers can contact their Peabody COALSALES account representatives.

## PEABODY IMPLEMENTS SUPPLY CHAIN INITIATIVE AND REVERSE-AUCTION PROGRAM

Peabody has also implemented an initiative to streamline the 100,000-plus procurement transactions that occur each year within its supply chain. The company has chosen Advanced Data Exchange, a leading provider of web-based translation and connectivity services, to facilitate Internet-based document exchange with the company's entire supplier base.

The initiative enables Peabody and its suppliers to exchange data electronically over the web, reducing manual effort and processing costs. When fully implemented, Peabody will send and receive electronically all transactions associated with the procurement and payment of products and services.

Peabody has also implemented a reverse-auction program that allows real-time bidding via the web. The system is being used to source mining operations and secure administrative supplies and services at reduced costs.

"Applying world-class sales and trading techniques and managing safe, low-cost operations are two of Peabody's core growth strategies," said Peabody President and Chief Operating Officer Richard M. Whiting. "These web-based initiatives offer innovative methods of implementing these strategies and creating value."

Peabody has earned national recognition for its technology applications, having been recognized in the latest listing of the Information Week 500 ranking of America's most innovative users of technology.

Peabody Energy is the world's largest coal company, with 2001 sales of 194 million tons of coal and \$2.7 billion in revenues. Its coal products fuel more than 9 percent of all U.S. electricity generation and more than 2 percent of worldwide electricity generation.

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