

## **Peabody Named Among Nation's Top 500 Technology Innovators; Company Also Earns Web Marketing Excellence Award**

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Using web-based technology to enhance communication, augment customer service and reduce costs has earned Peabody Energy a seat among the nation's top 500 innovative users of information technology as well as a Standard of Excellence WebAward for [www.PeabodyEnergy.com](http://www.PeabodyEnergy.com) .

Peabody's website receives nearly 130,000 visitors annually and is a tool that enables the company to share information, develop business opportunities and provide web-based and e-procurement services for its customers and suppliers.

This year, Peabody introduced several web-based technology initiatives that include customer microsites offering access to detailed rail shipment information as part of Peabody's proprietary TRACKERS Program and Coal Quality System. The program lets customers review source, destination, volume and quality specifications for coal deliveries to improve their fuel management capabilities.

Peabody also implemented an e-sourcing platform to streamline the more than 100,000 procurement transactions that occur annually with suppliers. The initiative enables Peabody and its suppliers to exchange data electronically over the web, reducing manual efforts and processing costs. Peabody also has implemented a reverse-auction program that allows real-time bidding via the web for sourcing mining operations and general administrative supplies and services. Beyond the auction function, the system offers electronic requests for information, order management and award notification.

The nation's top innovators are recognized across two dozen U.S. industries and are awarded by Information Week, which has compiled an annual listing for the past decade. The WebAward competition has been ongoing six years and is aimed at establishing a high standard for Internet marketing and corporate web development. The award recognizes content, navigation and design as well as use of technology and interactivity.

Peabody Energy is the world's largest private-sector coal company, with 2001 sales of 194 million tons of coal and \$2.6 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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SOURCE: Peabody Energy

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