

## News Release

For immediate release

2/21/2005

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## Enterprise Data Management Appoints Robert Jennings to Vice President of Sales

- Jennings responsible for EDM sales in all markets across North America

**Cincinnati, Ohio, February 21, 2005** – Enterprise Data Management (EDM), a leading provider of comprehensive internet-based VMI (Vendor Managed Inventory) e-commerce services, announced today that it has appointed Robert Jennings to the position of Vice President Sales. In this new role, Jennings will be responsible for EDM’s VMI sales in all markets across North America.

In the capacity of VP of Operations for West Chester Holdings, Inc., Jennings had P&L responsibility for the companies \$90M industrial and consumer safety business where he developed new business channels and managed international buying relationships. He also served in sales and national account management positions.

“We are extremely pleased to have Bob Jennings join the EDM team,” said Carl Hall, EDM President. “Our success over the past few years and our aggressive growth strategy for the future requires that we expand our sales function. Bob’s track record in sales, business development and partner relations will prove very valuable in EDM’s next phase of growth and market expansion.”

Jennings is a graduate of both Miami University and Xavier University. He received a B.A. in Economics and Political Science from Miami University in 1992 and an MBA from Xavier University in 2001.

### **About EDM and Datalliance**

Enterprise Data Management is an Application Services Provider with over 13 years of experience designing, developing and executing mission critical supply chain systems for Fortune 500 companies. As a result of our extensive industry and technology experience, EDM has developed Datalliance, a comprehensive VMI-based e-commerce service. Datalliance enables suppliers and their customers to establish effective VMI relationships quickly and easily as well as facilitating collaboration across the Internet. Datalliance customers include companies such as: Rockwell Automation, Goodyear Tire and Rubber Company, ArvinMeritor and Chicago Rawhide. For more information about Datalliance and VMI, please visit: [www.datalliance.net](http://www.datalliance.net).