

News Release

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Hubbell Selects Datalliance for Vendor Managed Inventory Solution

- **Hubbell Incorporated is a \$2.0 billion international manufacturer of electrical and electronic products**
- **Software as a Service model, key to Hubbell's selection of Datalliance**

Cincinnati, Ohio, November 18, 2005 – Hubbell Incorporated announced today that they have selected Datalliance to be their Vendor Managed Inventory (VMI) solution provider. Hubbell is a \$2.0 billion international manufacturer of electrical and electronic products that operates through multiple business units and subsidiaries throughout the world. Hubbell's network of independent electrical distributors forms a partnership that has played a large part in the success of the company. Datalliance is a complete electronic commerce service that combines comprehensive VMI functionality and advanced system design to allow collaboration between suppliers and their distributors across the Internet.

"Hubbell has offered VMI as a value-added service to its channel partners for over a decade, utilizing internal resources along with a purchased software package," noted Phil Barrios, Corporate Director of E-Business at Hubbell Incorporated. "As our company grew, so did the complexity and expense of our current VMI solution. After a thorough evaluation, we selected Datalliance because of their specific concentration on VMI, recognized leadership and customer feedback within the electrical industry. Datalliance utilizes a "Software as a Service" model that is scalable and minimizes both our dedicated resources and ongoing costs, especially as we continue to expand our VMI solution to more customers. With Datalliance attending to the hardware and software issues, we can concentrate on delivering a best-in-class VMI solution while helping our customers maximize their investment in Hubbell and concentrate on our mutual success."

Carl Hall, president of Datalliance, stated, "Hubbell conducted an extensive evaluation of all the major VMI alternatives available in the marketplace. Their selection of Datalliance further establishes our position and momentum as the leading VMI solution for the electrical industry. We now have eight major electrical manufacturers using Datalliance, four of them signing up in just the past twelve months."

About Hubbell

Hubbell Incorporated is an international manufacturer of quality electrical and electronic products for commercial, industrial, residential, utility, and telecommunications markets. With 2004 revenues of \$2.0 billion, Hubbell Incorporated operates manufacturing facilities in North America, Puerto Rico, Mexico, Brazil, Italy, Switzerland, and the United Kingdom. In addition, Hubbell participates in a joint venture in Taiwan and maintains sales offices in Singapore, Hong Kong, South Korea, People's Republic of China, and the Middle East. The corporate headquarters is located in Orange, CT. The website is located at <http://www.hubbell.com>

About Datalliance

Datalliance is a Software as a Service company with extensive experience designing, developing and executing mission critical supply chain systems for Fortune 500 companies. As a result of extensive industry and technology experience, Datalliance has developed 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: <http://www.datalliance.com>