

News Release

For immediate release

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New User Interface the Highlight of Latest Datalliance® Release

Cincinnati, Ohio, October 14, 2005 – Enterprise Data Management (EDM) today announced the immediate availability of the latest release of Datalliance®, a comprehensive internet-based VMI (Vendor Managed Inventory) e-commerce service. The highlight of this release is a new user interface that is more visually appealing, improves performance and provides a more flexible infrastructure for future enhancements. Additional enhancements in this release support EDM’s ongoing development objectives of enhancing user productivity, improve information access through flexible reporting, and incorporating technology to simplify and reduce the overall cost to implement and operate Datalliance.

Enhancement Highlights:

New User Interface

The Datalliance user interface has been completely re-written to provide a fresh new look, more visually appealing background, consistent navigation options, side bar, and re-organization of page layouts to eliminate the need to scroll forward where appropriate. As part of the new interface, Datalliance will now support 1024 x 768 resolution. The majority of the screen navigation options have been moved from the bottom of the page and will now be displayed vertically on the left-hand side of the page.

Reporting Enhancements

Distributor Report – The Distributor PO Summary report now provides an option to download the results into a .csv format for viewing/editing using a spreadsheet application of choice.

Email Report - The Distributor Level Override report includes a listing of all items that have some type of non-expired override set for all locations associated with a distributor. The resulting file can be opened with a spreadsheet application of the users choice.

Scheduled Reports - With this release, a new Scheduled Reports option for monthly performance comparison reports to be e-mailed to specified recipients on a monthly basis is now available.

“The new user interface should be very exciting to our Datalliance users”, stated Carl Hall, president EDM. “Not only is the new interface more visually appealing, but the enhanced interface infrastructure will improve system performance and provide us a solid architecture to build on into the future.”

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.com.