

News Release

For immediate release

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Siemens Energy & Automation Selects Datalliance

- **Datalliance to help Siemens deliver additional value to their customers**
- **“Software as a Service” model key to Siemens’ selection of Datalliance**

Cincinnati, Ohio, February 27, 2006 –Siemens Energy & Automation, Inc., has selected Datalliance to enhance existing relationships with key customers. As one of Siemens AG operating companies, Siemens Energy & Automation provides complete electrical products and services to customers worldwide. Datalliance is a complete electronic commerce service that utilizes comprehensive VMI functionality to allow collaboration between suppliers and their distributors across the Internet.

“Our goal is to advance the performance of our customers,” said Russell Hughey, National Account Manager, Siemens. “Datalliance provides another tool to drive such advancement and is the best match for our industry. Their ‘Software as a Service’ model allows us to satisfy the end-customer demand for our products and bolster our partnership with key customers.”

Carl Hall, president of Datalliance, stated, “We welcome Siemens Energy & Automation to the growing list of companies in the electrical industry that are using Datalliance to improve the efficiency of their trading partner relationships. The addition of Siemens as a Datalliance customer extends our participation in the electrical industry and underscores our ongoing commitment to deliver the technology and capabilities required by this industry.”

About Siemens

Siemens Energy & Automation Inc. is one of Siemens’ operating companies in the U.S. Headquartered in the Atlanta suburb of Alpharetta, Ga., Siemens Energy & Automation manufactures and markets one of the world’s broadest ranges of electrical and electronic products, systems and services to industrial and construction market customers. Its technologies range from circuit protection and energy management systems to process control, industrial software and totally integrated automation solutions. The company also has expertise in systems integration, technical services and turnkey industrial systems. For more information: <http://www.sea.siemens.com/>.

About Datalliance

Datalliance is a comprehensive VMI-based e-commerce service that enables electrical industry suppliers and their customers to take an active role in VMI by facilitating collaboration across the Internet. The most effective VMI solution available today, Datalliance is the fastest to implement and the easiest to operate. Datalliance is a service, not a software product that you install and maintain. Because it is a service, Datalliance requires no additional IT staff or hardware to support your VMI efforts. Datalliance delivers the full range of VMI capabilities. It is highly effective for virtually any product mix and scalable to any number of locations. With Datalliance, trading partners increase profits by effectively managing inventory with minimal day-to-day effort. For more information about Datalliance and VMI, please visit: <http://www.datalliance.com>