

News Release

For immediate release

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Datalliance Executive Recognized in *Supply & Demand Chain Executive* Magazine as “Pro to Know”

- **Carl Hall, Datalliance President & CEO identified as technology “pioneer” for efforts in developing Vendor Managed Inventory solutions**

Cincinnati, Ohio, March 21, 2006 – Carl Hall, Datalliance President & CEO was recently recognized as a software industry “pioneer” by *Supply & Demand Chain Executive* magazine. The magazine annually dedicates an issue to recognize “Practitioner” and “Provider” executives that have had a significant impact on the Supply chain function.

“Carl Hall, President & CEO of Datalliance was nominated and selected as a “Provider Pro to Know” for his pioneering efforts in developing a leading Vendor Managed Inventory (VMI) solution. Technology leaders such as Carl Hall are critical to the continued development and evolution of solutions that support the supply chain function,” stated Andrew Reese, editor of *Supply & Demand Chain Executive*. “This year, as in the past, we highlighted not just supply chain Practitioner Pros to Know – executives at manufacturing or non-manufacturing enterprises charged with managing and transforming their company’s supply chain – but also Provider Pros to Know, executives working for software firms, service providers, and consultancies and research firms who have made significant contributions to the supply chain field.”

Supply & Demand Chain Executive provides comprehensive coverage highlighting business, strategies, trends and issues on supply chain management. The magazine is distributed to 55,000 professionals from Fortune 1000, Global 2000, midsize and small enterprises who read the publication for its original, solutions-based intelligence on improving and integrating end-to-end supply and demand chain processes.

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.

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: Philips, Goodyear Tire and Rubber Company, and SKF. For more information about Datalliance and VMI, please visit: <http://www.datalliance.com>