

## News Release

For immediate release

5/23/2006

Contact: Steve Rosfeld, Datalliance

513-791-7272



## Simplot Selects Datalliance for Vendor Managed Inventory Solution

- **Simplot is a multi-billion dollar international food and agribusiness corporation**
- **Software as a Service model, key to Simplot's selection of Datalliance**

*Cincinnati, Ohio, May 23, 2006* – J.R. Simplot Company announced today that they have selected Datalliance to be their Vendor Managed Inventory (VMI) solution provider. Simplot is a multi-billion dollar international agribusiness company. Datalliance is a complete electronic commerce service that combines comprehensive VMI functionality and advance system design to allow collaboration between suppliers and their distributors across the Internet.

Steve Pochardt, Simplot's IT Director of Supply Chain Integration commented, "After a thorough evaluation, we selected Datalliance because of their proven track record to effectively and efficiently create VMI programs. Their Software as a Service approach was the driving force behind our decision and best suits our needs for a top quality program with achievable ROI. Their sole focus on VMI, constant dedication to customer satisfaction, and leadership in the marketplace will serve us today and into the future."

Carl Hall, president of Datalliance, stated, "We are excited Simplot selected Datalliance. We see this as another indication that VMI continues to grow in acceptance in a variety of industries and that Software as a Service has become the preferred method to deliver VMI."

### **About Simplot**

Simplot is a \$3.1 billion international manufacturer of food, fertilizer, turf and horticultural, cattle feeding and other products related to agribusiness. Simplot is one of the world's largest frozen-potato processors, annually turning out 3 billion pounds of potato products worldwide. Along with their food processing capabilities, Simplot is one of the nation's largest beef-cattle producers, and ranks as a major agricultural-fertilizer manufacturer with markets in the U.S., Canada, and Mexico.

### **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, Johnson & Johnson and SKF. For more information about Datalliance and VMI, please visit: <http://www.datalliance.com>