

News Release

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Datalliance Announces “Datalliance Direct” Program

- **Datalliance to absorb cost of VMI EDI records routed through the HDeXchange & ICC Value Added Network (VAN)**
- **Reduces total cost of doing Vendor Managed Inventory (VMI) for Suppliers and Distributors using the Datalliance service**

Cincinnati, Ohio, April 3, 2007 – Datalliance® today announced the “*Datalliance Direct*” program. Through this program, Datalliance will absorb the cost of transporting Electronic Data Interchange (EDI) documents associated with Vendor Managed Inventory (VMI) when they are routed through the HDeXchange & ICC Value Added Network. Prior to the introduction of this program, suppliers and distributors were responsible for the cost of transmitting these records. These transmission costs can range from \$1000 – \$30,000 annually for an individual supplier or distributor depending on the volume and size of the records. By absorbing these EDI costs, Datalliance has eliminated the largest cost associated with VMI data sharing.

“As a customer of the Datalliance VMI service, we are very excited about the cost savings that we will realize as a result of the new Datalliance Direct program,” said Ron Doxsee, Director of IS, Grote Industries. “By absorbing the EDI costs associated with our VMI transmissions, Datalliance has once again proven they are dedicated to delivering the best VMI solution available.”

“Internet Commerce Corporation is pleased to join forces with Datalliance whose new program will help customers drive more value from their VMI initiatives,” said Thomas J. Stallings, Chief Executive Officer of Internet Commerce Corporation. “We want to partner with leading and innovative companies like Datalliance to expand our market presence. By teaming to solve problems through offerings that enable a higher performance, we create a win-win for our customers and in turn ourselves.”

“Datalliance Direct will result in significant cost reductions that will enable more of our customers to participate in VMI and enjoy the benefits of closer trading partner relationships, such as improved inventory turns, better fill rates and increased sales,” Edward Kuo, Executive Director, HDeXchange (HDX).

“As the leading provider of software-as-a-service (SaaS) VMI solutions, the industry and our customers look to us for innovations that eliminate costs, and therefore, improve the value of Vendor Managed Inventory,” stated Carl Hall, CEO, Datalliance. “By absorbing the EDI transmission costs for our customers, we have significantly reduced their cost of doing VMI. This will allow them to expand their VMI implementations and gain more benefit from their VMI programs. We have worked closely with HDeXchange & ICC for years and are pleased to join with them to offer our customers this exciting program.”

About HDX: HDeXchange is a non-profit, open, e-commerce organization which develops and promotes standards, products and business practices necessary to achieve the implementation of electronic commerce. They are dedicated to improving the efficiency of the distributors and manufacturers in the heavy duty, automotive, and industrial aftermarkets through innovative electronic commerce solutions. More information on HDeXchange can be found at www.hdexchange.com

About Internet Commerce Corporation: Internet Commerce Corporation (ICC) provides solutions to overcome the information exchange challenges in an environment where trading partners have differing infrastructure systems, integration capabilities, business processes, and exception handling. With their deep technological capabilities and industry-focused initiatives, They have helped thousands of customers in trading communities optimize the coordination, compliance, and collaboration of automated transaction workflow. These capabilities give their customers the security, stability, reliability, and functionality needed when it comes to offering unsurpassed service, responding to compliance standards, and mastering new ways of conducting business. More information on ICC can be found at www.icc.net

About Datalliance: Datalliance is a “Software as a Service” (SaaS) 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>