

News Release

For immediate release

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Datalliance and McNaughton-McKay Conduct Webinar on “What Suppliers Should Know Before They Start a VMI Program”

- **Industry Data Exchange Association (IDEA) sponsors webinar**
- **McNaughton-McKay is one of the world’s largest electrical distributors and has extensive VMI experience**

Cincinnati, Ohio, February 1, 2007 - Datalliance recently conducted a webinar on “What Suppliers Should Know Before They Begin a VMI Program”. Industry experts Bob Kuntzman, Requirements Planning Manager, McNaughton-McKay and Bob Jennings, VP Sales & Marketing, Datalliance, participated in the program. The webinar focused on the challenges encountered when establishing a successful VMI relationship and provided insight from one of the world’s leading electrical distributors. The webinar was sponsored by the Industry Data Exchange Association (IDEA). Established in 1999, the Industry Data Exchange Association is a for-profit e-commerce service provider located in Arlington, VA. It is equally owned by the National Electrical Distributors Association (NAED) and the National Electrical Manufacturers Association (NEMA). IDEA’s stated mission is to provide for the efficient exchange of standard information and business transactions throughout the electrical industry.

The webinar discussion focused on supplier objectives of improved customer service, increased market share, product coverage, and visibility; as well as the distributor objectives of improved customer service, lower order costs, increased inventory turns, improved cash flow, and data synchronization.

“At McNaughton-McKay, we represent approximately 300 product lines and service over 10,000 customers”, stated Bob Kuntzman. “We are currently live with three different VMI programs and have 31% of our inventory managed by VMI. Working together with key suppliers has helped all parties improve performance to the end customer.”

Bob Jennings added, “Suppliers that begin VMI programs with clear intentions and defined objectives are able to deliver significant benefit to their customers and their own businesses. Significant customers like McNaughton-McKay appreciate suppliers that seriously consider the implications of this type of relationship. Done properly, VMI delivers tremendous value.”

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>