

News Release

For immediate release

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SupplyNet Communications Selects Datalliance VMI Solution

- **SupplyNet Communications is a leading provider of outsourced remote storage tank monitoring services for the petroleum and chemical industries**
- **VMI provides increased functionality and automation for current TankLink customers**

Cincinnati, Ohio, February 05, 2007 – Datalliance today announced that SupplyNet Communications, a leading supplier of outsourced remote storage tank monitoring services, has selected the Datalliance Vendor Managed Inventory (VMI) Solution. SupplyNet's TankLink service provides wireless monitoring and reporting of the flow of inventory through large storage tanks. Their customers include many of the world's largest petroleum and chemical, and food commodity companies. By integrating the TankLink telemetry service with the vendor managed inventory capabilities of Datalliance, SupplyNet customers will be able to take advantage of the increased functionality provided by VMI including automation of the product replenishment process.

"By adding the VMI capabilities of Datalliance to our TankLink service, we are providing our customers with a whole new level of functionality that allows them to further automate their product replenishment process based on the flow of product through their storage tanks," stated John Crump, President and CEO, SupplyNet. "The integration of remote product inventory levels into a hosted VMI solution allows our customers to extend value to their bulk commodity offering. This creates competitive differentiation and builds in unprecedented levels of logistics and fulfillment efficiencies as well as customer service. After evaluating multiple VMI service companies Datalliance emerged as the clear choice for us to partner with in extending this functionality to our customers. Datalliance has proven implementations across multiple industries and has an impressive list of satisfied customers."

"We are excited about the opportunity to work with SupplyNet and their customer base," said Carl Hall, president of Datalliance. "The combination of the TankLink monitoring system and our Vendor Managed Inventory service provides a comprehensive inventory monitoring and replenishment process that has not been available to date."

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>

About SupplyNet

SupplyNet provides cellular hardware and data services to deliver an internet based remote inventory monitoring and reporting tools. SupplyNet customers include SmartLogix, BASF, Cargill, Ciba, and many

other fortune 500 companies. For more information about SupplyNet, please visit:
<http://www.tanklink.com>.