

News Release

For immediate release

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Datalliance Delivers New Release of Popular VMI Software

Cincinnati, Ohio, February 8, 2007 – Datalliance® today announced the immediate availability of the latest release of Datalliance, a comprehensive internet-based VMI (Vendor Managed Inventory) e-commerce service. The new release includes expanded functionality to help Planners make better replenishment decisions as well as new and enhanced email and management reports. As with all releases, this release supports Datalliance's ongoing development objectives of enhancing user productivity, improve information access through flexible reporting, and incorporating technology to simplify and reduce the overall cost to implement and operate Datalliance.

Enhancement Highlights:

New Alerts Added to Help Planners Make Better Replenishment Decisions

- **Excess Pre-Days Supply** - This alert is intended to assist the Planner in making better replenishment decisions for items suggested for order that appear to already have sufficient supply available for sale based on the item's current daily forecast. This alert only applies to Active items where sufficient history exists such that the system is ready to rely on the daily forecast and replenishment calculations.
- **"D" Status Item with Reserve Quantity** - This alert is intended to assist the Planner in making better replenishment decisions for Do Not Stock (D) items that are being suggested for order, not due to a customer back order or commitment, but because the distributor reported a reserve quantity. Reserve quantities are generally used to reflect an additional level of desired safety stock or stock that a customer has specifically requested that a distributor keep on hand with no commitment to purchase. For a 'D' item, it would be unusual to report such a value.

New and Enhanced Email and Management Reporting Capabilities

- A new Distributor level E-mail report "Post Launch – Items Ordered" is accessible to both Planners and Distributors and provides a complete listing of items ordered by P.O. for each Distributor Location for which an order was launched on the current day.
- Enhancements to the OP Management Report to reduce the number of items to be reviewed by eliminating 'noise' and thus increase the productivity of Planners. This includes eliminating OP Spike items where the OP change is driven by a status change as these are captured under the System Managed category.

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>