

## News Release

For immediate release

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# Velvac Selects Datalliance VMI Solution

- **VMI to help build stronger customer relationships through electronic collaboration and sharing of inventory and order information**
- **Velvac is a leading supplier of components to the truck, recreational, and specialty vehicle industries**

**Cincinnati, Ohio, June 22, 2007**– Datalliance today announced that Velvac, a leading manufacturer and supplier of vision systems and component parts to the truck, recreational and specialty vehicle industries, has selected the Datalliance Vendor Managed Inventory (VMI) Solution. Velvac is a global company with corporate offices, aftermarket operations, and warehouse facilities in New Berlin, Wisconsin and a state-of-the-art manufacturing facility located in Reynosa, Mexico. Additional warehouse facilities are strategically located in Los Angeles, Dallas and Toronto to ensure fast and efficient customer service anywhere in North America. Velvac's product offering includes over 3000 heavy duty vehicle components, including the industries' broadest mirror product offering, from high volume replacement mirror heads and service parts to unique, proprietary mirror systems for a range of commercial and recreational vehicles.

Datalliance is a complete electronic commerce service that combines comprehensive VMI functionality and advanced system design to allow collaboration between suppliers and their distributors across the Internet.

"VMI is a key component in our ongoing effort to build stronger, more efficient customer relationships," noted Jeff Porter, President and CEO, Velvac. We selected Datalliance because of their reputation as the experienced leader in VMI solutions for the heavy duty industry. VMI provides us with the capability to electronically collaborate with our key customers on a daily basis, sharing inventory demand and order fulfillment information. This collaboration will help us improve customer service and our trading relationships with key customers."

Carl Hall, President of Datalliance, said, "We welcome Velvac to the extensive list of companies in the heavy duty truck industry that are using Datalliance to improve their supply chain processes. We look forward to working with them to implement the VMI capabilities that will help them move products to their distributors quickly and efficiently."

### **About Datalliance**

Datalliance is the world's largest independent VMI service provider, processing over \$6 billion in orders, 6.8 million SKUs, and 5700 locations in 2006. Delivered as a managed service via the Internet using the 'Software as a Service' (SaaS) model, Datalliance VMI makes it easy for suppliers and their customers to establish effective VMI relationships that fully align business objectives, improve collaboration, and streamline supply chain operations. Datalliance serves leading Fortune 1000 companies such as Philips, Goodyear Tire and Rubber Company, and SKF. For more information about Datalliance and VMI, visit [www.datalliance.com](http://www.datalliance.com).