

News Release

For immediate release

3/29/2007

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Bracco Diagnostics Selects Datalliance Vendor Managed Inventory

- **Datalliance's Software as a Service (SaaS) approach provides shortest path to business benefits**
- **Bracco is a worldwide leader in healthcare diagnostic imaging technologies**

Cincinnati, Ohio, March 28, 2007 – Datalliance® announced today that Bracco Diagnostics Inc., a world leader in global solutions for the diagnostic imaging field, has selected the Datalliance® Vendor Managed Inventory (VMI) solution to help them increase business, improve operations and strengthen relationships with customers. With annual sales of approximately 800 million Euro, Bracco is a worldwide leader in diagnostic imaging technologies. The company does business in 115 countries and has 2,100 employees worldwide. Datalliance is a “Software as a Service” (SaaS) VMI solution that enables leading manufacturers and their distributors to take an active role in VMI by facilitating collaboration across the Internet.

“Vendor Managed Inventory is part of a comprehensive effort to develop closer relationships with our key customers and further improve our operations,” said Denise Odenkirk, Vice President, Operations and Information Services. “The software as a service model employed by Datalliance is very appealing to us. We can implement Datalliance quickly and at the lowest total cost. This approach gives us the shortest path to the business benefits of VMI.”

Bob Jennings, Datalliance's Vice President of Sales stated, “We welcome Bracco Diagnostics as a Datalliance customer and we look forward to delivering the business benefits of VMI to them and to their customers. AMR Research reports that there is \$2 trillion in health care inventory. With our track record of improving inventory turns and fill rates, Datalliance is a perfect fit the health care industry.”

About Bracco Diagnostics

The Bracco Group is a world leading provider in diagnostic imaging, with net sales of about 800 million Euros per year. Bracco has operations in 115 countries and about 2,100 employees, around 300 of whom work in R & D. Bracco invests approximately 15% of its annual turnover in R & D and has a portfolio of 1,500 patents worldwide.

The Bracco Group is a leader in the diagnostic imaging market with an integrated product offering from a diverse roster of subsidiary companies. While Bracco is recognized internationally as a definitive market leader in its core business of contrast media, Bracco also markets key diagnostic imaging resources through the following companies: ACIST Medical Systems, a manufacturer of advanced contrast media injection systems and Singapore-based Volume Interactions, which also produces advanced 3-D medical software.

Bracco also operates a high-level international research network, with three centers (Ivrea, Geneva, and Princeton). These centers develop products of the latest-generation diagnostic techniques, from X-ray and

computed tomography (CT), magnetic resonance imaging (MRI), echocontrast and nuclear medicine. For more information about Bracco, please visit www.bracco.com.

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>