

News Release

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Contact: Steve Rosfeld, EDM

513-791-7272



EDM Leads Vendor Managed Inventory Panel at Electro E-Biz Forum

- **Bob Jennings, EDM VP Sales & Marketing, leads industry panel on the business benefits of VMI**
- **Panel members include Rockwell Automation, Rumsey Electric, and Kirby Risk**

Cincinnati, Ohio, October 13, 2005 – Bob Jennings, vice president sales & marketing, Enterprise Data Management (EDM), recently participated in the 2005 Electro E-Biz Forum by leading a panel discussion on the *Business Benefits of Vendor Managed Inventory* (VMI). Participating industry panelist included Gar Kronhelm, Rockwell Automation; Drew Bell, Rumsey Electric; and Marilee Anderson, Kirby Risk. The 2005 E-Biz Forum jointly hosted by the National Association of Electrical Distributors (NAED); the Industry Data Exchange Association (IDEA); the Electro-Federation Canada (EFC); the National Electrical Manufacturers Association (NEMA); and the National Electrical Manufacturers Representatives Association (NEMRA) was held on September 20-22, 2005, in Sunny Isles Beach, Florida.

Marilee Anderson of Kirby Risk commented, “We’ve been able to increase turns and service levels while increasing sales. We’re positive on the future of VMI and will be bringing on additional suppliers. From our standpoint, manufacturers who work with VMI companies like Datalliance are prepared to handle the complexity of a successful VMI program. Those are the types of companies we’ll work with.”

Drew Bell of Rumsey added, “We’re running 25% of our business through VMI and expect that number to soon grow to 30%. With VMI, we know we’re getting extra attention from our manufacturer. Our goals become theirs.”

Gar Kronhelm from Rockwell concluded, “From the manufacturer standpoint, we know VMI is critical to our success. Datalliance has been a true partner and has helped us make our vision a reality.”

“VMI provides business benefits such as increased sales, reduction in lead-time, reduced inventory, and in-stock improvements,” stated Bob Jennings, VP sales & marketing, EDM. “Through the successful VMI implementation experiences of our panelists, we brought these benefits to life and illustrated to the audience how VMI brings value to trading partner relationships by enabling companies to better manage inventory, increase service levels, and sell more products as efficiently as possible.”

The Electro E-Biz Forum is tailored to provide electrical industry executives and business managers, product managers, sales and marketing and e-Commerce managers an opportunity to surround themselves with leading business experts and the industry’s leading e-Commerce technology. Attendees also have an opportunity to network and assess trends with industry peers.

About EDM and Datalliance

Enterprise Data Management is an Application Services Provider with extensive experience designing, developing and executing mission critical supply chain systems for Fortune 500 companies. As a result of our extensive industry and technology experience, EDM has developed Datalliance, 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: Rockwell Automation, Goodyear Tire and Rubber Company, ArvinMeritor and Chicago Rawhide. For more information about Datalliance and VMI, please visit www.datalliance.com.