

News Release

For immediate release

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Contact: Jennifer Warner

513-791-7272



Enterprise Data Management Announces Name Change

- **Effective November 1, 2005, EDM will change company name to Datalliance®**

Cincinnati, Ohio, October 14, 2005 – Enterprise Data Management (EDM), a leading provider of Vendor Managed Inventory (VMI) solutions, today announced, that effective November 1, 2005, the company name will be changed to Datalliance to be consistent with the company's VMI solution marketed under the same name.

EDM is dedicated to helping companies increase sales, improve customer service, and increase inventory turns by delivering VMI solutions that allow suppliers and their customers to establish cost-effective supply chain relationships and collaborate across the Internet.

The company's industry leading VMI solution Datalliance, is a complete electronic commerce service that combines comprehensive VMI functionality and advanced system design. Datalliance is a service EDM provides at a reasonable and predictable cost. Not a software product you install and maintain, Datalliance is implemented quickly and efficiently and is supported by a broad range of professional services. The Datalliance VMI service is scalable to any number of locations and is highly effective for virtually any product mix. Datalliance delivers a complete scope of capabilities that support collaboration between suppliers and their distributors.

Carl Hall, president of EDM, stated, "Over the past several years our Datalliance VMI solution has experienced increased industry acceptance which has resulted in significant growth for us over this time period. By changing the company name to Datalliance, we simplify our corporate image for our customers and the industry as a whole, as well as build upon the brand equity that we have established through the success of our Datalliance product. We received very positive feedback when we initially announced our decision to do business under the Datalliance name at our Annual Customer Forum in August. We look forward to continuing to provide innovative VMI solutions to our customers under the Datalliance name."

About EDM

Enterprise Data Management is an Application Services Provider with over 13 years of 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. In the first half of 2005, sales volume processed through *Datalliance* increased to \$1.8 billion. *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.