



NEWS RELEASE

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E-PUBLISHER HELPS CONTINENTAL TEVES EXPAND NORTH AMERICAN OPERATION

DOWNERS GROVE, ILLINOIS – When Continental Teves decided to launch their new ATE brand of aftermarket brakes in North America, they prepared up-front by installing the e-Publisher database management system from Vertical Development, Inc. As a result, Teves had mapped files meeting the latest AAIA requirements ready in advance for eCat suppliers.

As one of the world's leading brake system manufacturers, Continental Teves is well known internationally, especially in Europe, where its ATE brand of aftermarket brake products has been installed by automakers for the past century. ATE brake products debuted in North America in the mid-1970s for European import vehicles. Known for its reputation of high quality and OE-engineered standards, the brand has enjoyed success in the replacement market with its European product offerings. Teves' recently introduced ATE PremiumOne™ pads and rotors for domestic and Asian applications, promising the same high quality that technicians have come to expect with the ATE brand name.

While Teves already had an automated catalog system meeting European requirements, it did not meet AAIA standards, so the first step was adapting its database for North American use. "What we needed was a database management partner with the proven industry expertise and one who could help us create a system from scratch in order to better service our North American customer base," said Don James, Continental Teves' Marketing Manager. After reviewing competitive companies, they chose Vertical Development as their partner and VDI's e-Publisher system for its effectiveness in mapping to AAIA requirements.

Working with an international team of managers, VDI used its e-Publisher software to input files supplied by Teves' German operation, consolidating and linking the data to create a single relational database consisting of thousands of unique, application-specific part numbers.

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The system's mapping process allowed Teves' files to be exported in the industry standard AAIA ACES format for delivery to Activant Solutions (CCI/Triad), Wrenthead, and other e-Cat companies.

Thanks to e-Publisher, Teves met its deadline for providing mapped files meeting AAIA requirements when they officially introduced their ATE PremiumOne™ rotor program at the 2005 AAPEX Show last fall. Teves is now using e-Publisher to generate print and CD catalogs, as well as a web application catalog for their customers. VDI continues to serve as the central repository for Teves' application data, enabling Teves' product managers in Auburn Hills, Michigan and Frankfurt, Germany to access and update the data whenever necessary.

"We are extremely pleased with the work that Vertical Development did," said James. "Their data mapping, aftermarket cataloging know-how and rapid response were invaluable to helping us meet critical launch deadlines for the ATE PremiumOne™ program," he added.

Vertical Development's e-Publisher program is ideally suited to all types of companies, especially businesses like Continental Teves. By consolidating part numbers from multiple spreadsheets into a single user interface, it enables companies to map to AAIA standards as well as generate print catalogs, CD-ROMs and other informational tools in-house, easily and economically. Solutions in place range from small 32-page catalogs to 3,000-page mega-catalogs. Their new e-WebCatalog system also allows companies to upload AAIA formatted catalogs onto the Internet, quickly and cost effectively.

A leading provider of content management systems, Vertical Development, Inc. offers e-Publisher, e-Catalog, and e-WebCatalog systems that support simultaneous publishing to print, web and CD-ROM formats from a single data source. Their ShowMeTheParts system is dedicated to publishing catalogs on CD. Vertical Development also offers mapping services to companies without systems, allowing them to export their data in AAIA (ACES, Legacy, PIES), Activant Solutions (CCI/Triad), NAPA (Attribute, Legacy, PartsPro), Wrenthead and other retailer formats. VDI's software has streamlined data management for companies nationwide in a variety of industries, including many of the largest manufacturers in the automotive market. Founded in 1983, the company has offices in Downers Grove and Huntley, IL, and Fremont, CA.

To find out more about the systems and services available from Vertical Development, please call (847) 609-9540, or e-mail rgarand@verticaldev.com. More information can also be obtained by visiting the company's web sites at www.verticaldev.com and www.e-WebCatalog.com.