



## NEWS RELEASE

### FOR IMMEDIATE RELEASE

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### AIRTEX RECEIVES CARQUEST TECHNOLOGY AWARD

DOWNERS GROVE, ILLINOIS – Vertical Development, Inc. is proud to announce that Airtex Products, one of its major clients, has received the CARQUEST Technology Award for outstanding service in supporting the company's technological initiatives. The award supports the CARQUEST Vision™ Direct program, a unique web-based supply channel solution.

Designed to enable easy access to inventory across the supply channel, CARQUEST Vision™ allows jobbers to quickly determine availability, freight cost, and delivery information for hard-to-find parts. Airtex provided normalized data and the support infrastructure needed to be the first partner offering full implementation of CARQUEST Vision™ Direct, a quick and inexpensive solution facilitating Internet Parts Ordering (IPO).

Airtex partnered with Vertical Development in order to provide CARQUEST with xml files of product data. These xml documents included the required elements for CARQUEST, along with embedded full and thumbnail product images. "Vertical Development was instrumental in getting Airtex part information to us in CARQUESTxml format quickly and accurately," said CARQUEST Supply Chain Integration Manager Todd Asby. "Having consistent, accurate, high quality, up-to-date part information is of paramount importance to CARQUEST. These files are now being used to fuel a number of technologies that support our customers, associates and the CARQUEST brand."

*MORE*

## **Airtex Receives 2004 CARQUEST Technology Award – Continued**

For over 20 years, Vertical Development has helped manufacturers like Airtex export files mapped in CARQUESTxml, AAIA, Activant Solutions, NAPA, Wrenthead and other retailer formats, easily and economically. VDI's systems have been tested and proven to meet even the newest requirements, including CARQUESTxml, PIES (Product Information Exchange Standard) and ACES (AAIA Catalog Enhanced Standard).

For more information on adapting to the latest industry standards such as CARQUESTxml, contact Ron Garand at 847-609-9540; rgarand@verticaldev.com. More information can also be obtained by visiting the company's web site at [www.verticaldev.com](http://www.verticaldev.com).

A leading provider of content management systems, Vertical Development, Inc. offers e-Publisher, e-Catalog, and ShowMeTheParts systems that support simultaneous publishing to print, web and CD-ROM formats from a single data source. Their new e-WebCatalog system allows companies to upload AAIA formatted catalogs onto the Internet, quickly and cost effectively. Vertical Development also offers mapping services to companies without systems, allowing them to export their data in AAIA, Activant Solutions, NAPA, 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. Solutions in place range from small 32-page catalogs to 3,000-page mega-catalogs. Founded in 1983, the company has offices in Downers Grove and Elgin, IL, and Fremont, CA.

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