



NEWS RELEASE

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VDI CLIENTS AKEBONO, RAYLOC, TIMKEN AND WELLS WIN NCMA AWARDS

DOWNERS GROVE, ILLINOIS – Four Vertical Development clients received five awards for catalog and data excellence at the 2005 National Catalog Managers Association Meeting, held April 30 – May 3 in Tempe, AZ. Winners include Akebono Corporation, which received the President's Award for Electronic Data Excellence presented by AMS Computer Corporation, and Rayloc, which won the President's Award for Electronic Data Excellence presented by NAPA. VDI's client, The Timken Company, won two awards, including the President's Award for Catalog Excellence from NCMA and the President's Award for Electronic Data Excellence from AutoZone. Also winning the President's Award for Electronic Data Excellence from AutoZone was Wells Manufacturing.

Catalog awards recognizing excellence in electronic application information are presented to NCMA members annually by e-catalog data providers such as Activant (CCI/Triad), Advance Auto Parts, AMS Computer Corp., AutoZone, CSK Auto, NAPA, and Wrenthead. Vertical Development clients represented 39% of the manufacturing companies attending this year's NCMA meeting.

"We want to congratulate all our clients for their award-winning submissions to AMS Computer, AutoZone, and NAPA. These awards demonstrate their commitment to excellence in print and electronic catalogs," said VDI Vice President Ron Garand.

MORE

VDI Clients Akebono, Rayloc, Timken and Wells Win NCMA Awards – Continued

Akebono, Rayloc, Timken and Wells are just a few of the companies that rely on Vertical Development for catalog and database management solutions. Garand noted that all aftermarket suppliers are now faced with the challenge of automating catalog data as well as meeting new requirements such as ACES (AAIA Advanced Catalog Standard) and PIES (Product Information Exchange Standard).

“The most important initiative a company can be working on in 2005 is the widespread adoption of ACES and PIES,” said Garand. “Adopting these standards will help the industry accelerate the process of getting vital application data to the point-of-sale more quickly and accurately than ever before.”

For more information on creating award-winning catalogs and adapting to ACES and PIES, contact Ron Garand at 847-609-9540; 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.

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 (CCI/Triad), 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.