



NEWS RELEASE

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ROCK PRODUCTS INSTALLS E-CATALOG SYSTEM

Downers Grove, Illinois – Vertical Development, Inc., a leading supplier of software solutions and services to the automotive aftermarket, announces another successful installation of their e-Publisher software. “Rock Products committed October 31, 2000 to automate their catalog operations, today their installation is complete and Rock Products has already used the system to do all the updates for their 2001 Engine Pats Catalog and create pages for printing,” said Ronald Garand, Vice President of Vertical Development.

Founded in 1994, Rock Products was formed to provide a full line of quality engine part for import vehicles. Today, Rock Products is an industry leader in the import parts market, and its product line covers over 400 individual import engines with more than 10,400 unique applications, their line includes more than 3,300 import specific part numbers.

“We initially put the Rock Products catalog in Excel back in 1996. Today, the size of our catalog, now over 300 pages and the need for up-to date information on our Internet site meant we had to improve our current process with a more defined relational database. The e-Catalog software allows us to better service our customers by providing updated application data in a more timely manner” said David Foruzanfar, Vice President Marketing for Rock Products. “The system also gives us a more cost effective means to produce our catalogs, by eliminating our outside typesetting costs and associated lead time. While the efficiencies were certainly a decision point, our main reason for automation was to update our catalog on a regular basis, post those updates on our Internet site, and allow immediate release of new application information on a quarterly basis.”

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ROCK PRODUCTS INSTALLS E-CATALOG SYSTEM – CONTINUED

“The e-Catalog system is very easy to use. We were very skeptical of any company being able to automate our page production because of our past experience with outside catalog automation. We were pleasantly surprised to see that this system was easily able to produce our two-page catalog layout with illustrations seamlessly. The relational database technology allows us to make single changes that affect hundreds of applications automatically.” said David. “The Rock Products catalog continues to grow in page count and complexity. With this new technology our accuracy will improve, and the timeline for producing a catalog will be cut dramatically.”

A leading provider of content management systems, Vertical Development, Inc. offers e-Publisher and e-Catalog 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. VDI's mapping services enable companies without systems to supply data in AAIA, Activant Solutions (CCI/Triad), NAPA, Wrenthead and other retailer formats, while their CD module is designed to create custom CD catalogs. 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 Elgin, IL, and Fremont, CA.

To find out more about the full range of systems and services available through Vertical Development, please call (847) 608-9142, or e-mail rgarand@verticaldev.com. More information can also be obtained by visiting the company's web site at www.verticaldev.com.

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