



NEWS RELEASE

FOR IMMEDIATE RELEASE

For More Information, Call:
Nancy Creighton, Stillwater Creative Group
708-524-2161, or
Ronald Garand, Vertical Development, Inc.
847-608-9142
Email: rgarand@verticaldev.com

ROCKFORD DRIVE LINE AND ROCKFORD CONSTANT VELOCITY INSTALL E-CATALOG SYSTEM

Downers Grove, Illinois – Vertical Development, Inc., a leading supplier of software solutions and services to the automotive aftermarket announces, has completed the successful installation of their e-Publisher software at Rockford Drive Line and Rockford Constant Velocity.

For over half a century, Rockford Drive Line, a division of Aircraft Gear Corporation, has supplied driveline service companies worldwide with complete CV and U-Joint assemblies, boots, and components. “Many of our clients were requesting us to provide more frequent updates of our catalog data in printed form as well as in the electronic catalog systems in the marketplace. The ability to provide electronic mapped files and simultaneously provide our printer finished pages was our main reason for the automation of our catalog operations.” said Rick Grimes, Vice President Sales & Marketing of Rockford CV. “Our new system gives us a cost effective means to produce our catalogs in a shorter time frame and more economically, with the ability to provide faster updates to e-catalog providers such as Activant (CCI/Triad). Today we are the leader in front wheel drive technology, thanks to a relentless research and development effort. This new electronic cataloging system will now make us the leader in information technology within our field also.”

“With this new management, publishing, and mapping system, we have the tools to improve the timeliness and accuracy of our publications in the field,” said Russ Jacobson, Product Development Manager of Rockford Drive Line. Rockford has three catalogs, over 438 pages of application, buyers guide and technical specifications that were previously maintained in Page Maker and various spreadsheets. “With this new technology, our timeline for producing a catalog is cut in half.” With our new electronic data, we plan to be one of the first companies to provide application information electronically to Activant (CCI/Triad),” he added.

MORE

ROCKFORD DRIVE LINE, ROCKFORD CONSTANT VELOCITY – CONTINUED

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.

XXX