



NEWS RELEASE

FOR IMMEDIATE RELEASE

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NEW VDI SYSTEMS SUITED TO SMALL COMPANIES

DOWNERS GROVE, IL – A new, scaled down version of Vertical Development's e-Catalog system is available for small or start-up companies, allowing them to automate catalog production at a fraction of the cost.

Vertical Development, Inc. (VDI) specializes in providing data management systems customized for each company's needs. Their standardized e-Catalog version is based on the customized system, but with fewer options, and delivers many of the same benefits at a substantially reduced cost. Companies who choose the standardized version can easily migrate to VDI's more powerful systems as their needs grow.

For over 20 years, VDI has helped companies automate application data, create catalogs in-house and export files automatically mapped to Activant (formerly CCI/Triad), Advance Auto Parts, AutoZone, CARQUEST, CSK Auto Parts, NAPA, Pep Boys and Wrenthead formats. All VDI systems, including the standardized e-Catalog version, meet new ACES (AAIA Advanced Catalog Standard) and PIES (Product Information Exchange Standard) requirements, enabling companies to make the transition seamlessly without additional cost, time or problems.

Companies can find out more about the standardized e-Catalog and other systems available through Vertical Development by contacting Ron Garand, by phone: (847) 608-9142, 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.

MORE

New VDI Systems Suited To Small Companies - Continued

A leading provider of content management systems, Vertical Development, Inc. offers e-Publisher, e-Catalog, and e-Pricing systems that support simultaneous publishing to print, web and CD-ROM formats from a single data source. They also offer 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. Founded in 1983, the company has offices in Downers Grove and Elgin, IL, and Fremont, CA.

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