



NEWS RELEASE

FOR IMMEDIATE RELEASE

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THE TIMKEN COMPANY INSTALLS E-CATALOG SYSTEM

DOWNERS GROVE, ILLINOIS - Vertical Development, a leading provider of publishing, e-business and software development, has completed an integrated catalog management system for The Timken Company. VDI's e-publishing system is a relational database publishing software for automatically producing print, web, and CD-ROM publications.

Feedback from TIMKEN has been very positive. Timken's Automotive Aftermarket Information Manager, Bruce Kennedy, said "We have been working through several outside services for the past few years to develop a solution for our catalog system. Vertical Development came in, designed our system, integrated all the elements, and had it installed within six weeks of our commitment to them. We went through some major design changes and edits and accomplished it all in an on-site three day installation, trouble-shooting, and training session. Vertical Development was even able to match previous printing formats and type face selection exactly so we could preserve continuity in our print media. The Vertical Development team is a make-it-happen crew. We are optimistic this system will fulfill all our expectations."

Outputting to AAIA and Activant (CCI/Triad) catalog standards was not built into Timken's previous cataloging files, and was normally done as a separate project to create output in the proper format. Catalogs conforming to the AAIA and Activant (CCI/Triad) standard allow distribution of catalog data to customers or to third party cataloging operations requiring an electronic feed of catalog information.

Vertical Development designed and implemented a comprehensive e-publishing relational database, allowing the integrated management of all of Timken's data. Publishing, and output of electronic files are created from this single integrated database.

MORE

THE TIMKEN COMPANY INSTALLS E-CATALOG SYSTEM – CONTINUED

Vertical Development was able to convert all Timken's current catalog and interchange data into this new system electronically, with minimal effort on Timken's part. Perhaps the most challenging data import was converting an electronic page format (WordPerfect) for direct feed into the database.

The new system validates data at all levels, and provides a consistent look throughout the catalog. Automatic part number and cone/cup combination validation virtually eliminates part number errors.

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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