



NEWS RELEASE

FOR IMMEDIATE RELEASE

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AIRTEX, RAWHIDE, WELLS WIN WITH VERTICAL DEVELOPMENT

DOWNERS GROVE, IL – At the 2004 NCMA (National Catalog Managers Association) conference, the catalogs of not one but three Vertical Development clients received awards for print and electronic data excellence. Airtex Products won the NAPA award for Data Excellence, Chicago Rawhide received the Presidents Award for Catalog Excellence and Wells Manufacturing won the AutoZone award for AAIA Data Excellence.

“These awards are tremendous achievements for our clients,” said Vertical Development Vice President Ron Garand. “With 32 of the 120 NCMA attendees using Vertical Development as their catalog system provider, our clients represented 27% of the NCMA members in attendance.”

These 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. “Without the right technology, aggregating massive amounts of application, product, and interchange data is an extremely difficult task for any company. That’s why we offer a complete range of software solutions designed to help them meet these requirements, easily and economically,” he said.

MORE

AIRTEX, RAWHIDE, WELLS WIN WITH VERTICAL DEVELOPMENT – 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, Wrenchhead 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 sites at www.verticaldev.com and www.e-WebCatalog.com.

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