



NEWS RELEASE

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VDI CLIENTS WIN NCMA AWARDS

Autopart International, Four Seasons and SKF Recognized

DOWNERS GROVE, ILLINOIS – Three Vertical Development clients were honored with catalog and data excellence awards during the 2006 National Catalog Managers Association's (NCMA) 33rd Annual Knowledge Exchange Conference last month in Myrtle Beach, SC. Autopart International won the President's Award for Electronic Data Excellence presented by Wrenthead, Inc., and Four Seasons won the President's Award for Electronic Data Excellence presented by Activant Solutions. Also honored was SKF, which won an award for Web Catalog Excellence.

Presented by NCMA and e-catalog data providers, the awards recognize companies who have achieved excellence in electronic cataloging as well as traditional paper catalogs. Autopart International, Four Seasons, and SKF are just three of the 21 companies attending NCMA that rely on Vertical Development, Inc. (VDI), for catalog and database management solutions. "We want to congratulate all our clients for their award-winning submissions," said VDI Vice President Ron Garand. "These awards demonstrate their commitment to excellence in print and electronic catalogs."

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 Catalog Enhanced Standard) and PIES (Product Information Exchange Standard). "The most important initiative a company can be working on in 2006 is the widespread adoption of ACES and PIES," VDI has helped numerous companies meet ACES, PIES and other e-Cat requirements with a single comprehensive catalog management system called e-Publisher. The system has been implemented by Autopart International, Four Seasons, SKF and many other leading aftermarket companies nationwide. "Adopting the standards will help accelerate the process of getting vital application data to the point-of-sale more quickly and accurately than ever before," he added.

MORE

VDI Clients Win NCMA Awards – Continued

A leading provider of content management systems, Vertical Development, Inc. offers e-Publisher, e-Catalog, and e-WebCatalog systems that support simultaneous publishing to print, web and CD-ROM formats from a single data source. Their ShowMeTheParts system is dedicated to publishing catalogs on CD. Vertical Development also offers mapping services to companies without systems, allowing them to export their data in AAIA (ACES, Legacy, PIES), Activant Solutions, NAPA (Attribute, PartsPro), Wrenthead and other retailer specific 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. Solutions in place range from small 32-page catalogs to 3,000-page mega-catalogs. Founded in 1983, the company has offices in Downers Grove and Elgin, IL, and Fremont, CA.

For more information on creating award-winning catalogs and adapting to ACES and PIES, please call (847) 609-9540, 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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