



NEWS RELEASE

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VERTICAL DEVELOPMENT JOINS FORCES WITH WADE&PARTNERS

DOWNERS GROVE, ILLINOIS – Vertical Development, Inc. (VDI) a leading provider of software and e-business solutions to manufacturers in the automotive aftermarket and other industries, now offers an expanded range of services thanks to its recent association with Wade&Partners, a marketing consulting firm specializing in management services for parts aftermarkets worldwide. Through this new partnership, VDI can provide customers with brand development, research, recruiting, product development, customer relationship management and other management and marketing services.

“It’s a very synergistic relationship,” said VDI Vice President Ron Garand. “From the start, we’ve specialized in offering content management systems that help clients enhance their competitive advantage. Wade&Partners has the same objective. What’s more, their services are provided by industry experts who each have over 25 years of aftermarket experience. We can now make these services available to our customers through a single source,” he added.

VDI recently worked with Wade&Partners for their client, Grote Industries, successfully developing a product management tool to help their sales force and distributors better manage their inventory and synchronize catalog information. “The speed and efficiency we were able to provide for Grote in their catalog redesign shows the power of this combination,” said Bill Wade, Managing Partner, Wade&Partners.

Vertical Development brings a wealth of catalog management experience in the automotive aftermarket to their new relationship with Wade&Partners. VDI founder and President Jay Wright has more than 20 years of experience managing complex IT design and development projects, and Vice President Ron Garand has a 30-year background in aftermarket cataloging, product and sales management.

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VERTICAL DEVELOPMENT JOINS FORCES – CONTINUED

VDI Operations Manager Joanne Scripp has over 20 years of experience in customer service and operations, while Senior Product Manager Joe Shiles joined VDI after building a 32-year career in product management with such aftermarket leaders as BWD Automotive, Filko Automotive Products, and Dynagear. “With this management team driving a top notch programming staff, Vertical Development has the expertise that will provide our clients with exceptional value for their investment,” added Wade.

VDI recently introduced its e-WebCatalog system; a program that allows companies to upload AAIA formatted catalogs onto the Internet, quickly and cost-effectively. Their software has streamlined data management for companies nationwide in a variety of industries, including many of the largest manufacturers in the automotive market.

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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