

## TRUBIQUITY ANNOUNCES Q3 CUSTOMER WINS

**ROCHESTER HILLS, Mich.** – Trubiquity, a leading provider of business-process automation and data management software solutions for companies across a variety of industries, ended the third quarter of 2008 with sales to global manufacturers and suppliers. Key opportunities were closed across multiple Trubiquity product lines, customers, and geographic locations.

“Trubiquity had some great customer wins in the third quarter. These results reflect the importance of our software solutions as companies seek opportunities for process efficiency, cost reduction, security compliance, and innovation within today’s challenging environment. We believe that this trend will continue into Q4 and 2009,” stated Martyn Davies, Trubiquity’s Vice President of Global Sales.

Two global automotive OEMs selected TRUfusion solutions for data exchange process automation and management. A U.K.-based manufacturer chose to integrate the software product with Siemens PLM’s Teamcenter software solution for product lifecycle management (PLM), multiple computer-aided design (CAD) packages and third party data translators. An Asian OEM selected TRUfusion Portal (formerly Fusion-DMZ) to enable secure and efficient data exchange with new low cost country suppliers via an intuitive web-based interface.

Multiple global automotive suppliers chose Trubiquity’s TRUfusion solutions to enable the secure transfer of large, structured CAD files directly from the user interface of their PLM systems. One of these companies, a tier one supplier based in North America, chose to integrate TRUfusion with the TRUexchange and Odette File Transfer Protocol (OFTP) communication standards. This integration enables compliance with the data exchange requirements of several North American and European based OEMs. Another major supplier with a business unit in the U.K. chose TRUfusion Connect to enable communication across all industry standard data exchange protocols and leverage file type recognition and CAD browsing capabilities, especially for CATIA V5 and NX.

Additionally, a major developer and distributor of wiring systems for the automotive industry selected TRUexchange and Trubiquity's hosted collaboration product, TRUunity. These solutions will offer improved data exchange and project management capabilities between the manufacturer and selected business partners.

Based in Rochester Hills, with European headquarters in Germany and the U.K, Trubiquity (formerly known as Autoweb) is a leading provider of business process automation and global data exchange software for manufacturing, finance, consumer goods and retail organizations. The company provides a single, software-as-a-service-based business process network connecting enterprises across all global communication protocols and standards. Trubiquity's solutions can be accessed all the time, everywhere around the globe.

Trubiquity has more than 6,500 customers in 40 countries, with more than 80 global sales partners. As Autoweb, in 2008 the company was named one of the "Michigan 50 Companies to Watch" by the Edward Lowe Foundation as well as a "Michigan Economic Bright Spot" by *Corp!* Magazine.

Trubiquity's customers are some of the world's leading manufacturers and their suppliers as well as retailers and financial institutions, including BMW, Chrysler, Ford, General Motors, METRO Group, Mitsubishi and Nissan, as well as BAE Systems, Behr, Federal Mogul, Hella, Johnson Controls, Lear, Metaldyne, TRW and Visteon. For additional information regarding Trubiquity, visit [www.trubiquity.com](http://www.trubiquity.com).

**Trubiquity Contact:**

Mimi Miles

Trubiquity

Phone: +1.248.601.7153

E-mail: [mmiles@trubiquity.com](mailto:mmiles@trubiquity.com)

# TRUBIQUITY

1688 Star Batt Drive  
Rochester Hills, MI 48309 USA

tel 248.601.7160

fax 248.601.7177