



1688 Star Batt Drive
Rochester Hills, MI 48309 USA
tel 248.601.7160
fax 248.601.7177

FOR IMMEDIATE RELEASE

AUTOWEB ANNOUNCES NAME CHANGE TO TRUBIQUITY

ROCHESTER HILLS, Mich. – Autoweb, a leading provider of software-based data management and business-process automation solutions, today announced its new corporate name – Trubiquity.

“Autoweb was known as the recognized standard for data exchange in North America,” said Nino DiCosmo, Autoweb’s president and CEO. “With Autoweb’s acquisition of European-based Secorex in 2007, the combined entity became the only software provider able to connect manufacturers and suppliers across the Americas, Europe and Asia. The company’s new name is designed to unify the company under a single identity and denote its global presence.

“Autoweb’s new name and identity are direct results of our acquisition of Secorex and our mission to connect enterprises around the globe,” said DiCosmo. “As Trubiquity, we have combined the best of both companies to become the only truly global provider of data exchange and business-process automation software solutions – serving 5,200 manufacturing and supply chain customers in more than 40 countries.”

The name Trubiquity comes from combining the words “truly” and “ubiquitous.” It explains the company’s ability to offer customers a truly ubiquitous business-process automation solution, according to Mimi Miles, vice president of marketing.

“For several months, we’ve worked to create a new identity,” said Miles. “We chose a name that describes our unique ability to connect organizations and their business partners all the time, everywhere around the globe.”

--more--



1688 Star Batt Drive
Rochester Hills, MI 48309 USA
tel 248.601.7160
fax 248.601.7177

In addition to the new name, Autoweb's core product IP-Exchange also will be re-named TRUExchange.

The official launch of the Trubiquity brand will take place at two key international trade shows in April. The North American unveiling will take place at the SAE 2008 World Congress (April 14-17) in Detroit, Michigan. The European launch of the Trubiquity brand name will take place at the 2008 CONTROL Fair (April 22-25) in Stuttgart, Germany.

Based in Rochester Hills, with European headquarters in Germany and the U.K., Trubiquity (formerly Autoweb) is a leading provider of global data exchange and business-process automation software for manufacturers and suppliers. 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 5,200 customers in 40 countries, with more than 80 global sales partners. As Autoweb, the company was named one of the "Michigan 50 Companies to Watch" in 2008.

Trubiquity's customers are some of the world's leading automotive manufacturers and their suppliers, including Chrysler, Ford, General Motors, Honda, Mitsubishi and Nissan, as well as BAE Systems, Behr, Federal Mogul, Hella, Honeywell Aerospace, Johnson Controls, Lear, Metaldyne and Visteon. For additional information regarding Trubiquity, visit www.trubiquity.com.

###



1688 Star Batt Drive
Rochester Hills, MI 48309 USA

tel 248.601.7160
fax 248.601.7177

Trubiquity Contact:

Mimi Miles
Trubiquity
Phone: +1.248.601.7153
E-mail: mmiles@trubiquity.com

Media Contact:

Andrea Wilmes or Marty Habalewsky
AutoCom Associates
Phone: +1.248.647.8621
E-mail: awilmes@usautocom.com
or mhabalewsky@usautocom.com

09.April.08