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**FOR IMMEDIATE RELEASE:**

**TRUBIQUITY EXPANDS SALES PARTNERSHIP PROGRAM TO JAPAN**

**ROCHESTER HILLS, Mich.** – Trubiquity (formerly Autoweb), a leader in business process automation and global data exchange for companies across a variety of industries, has named RAND Technologies Japan K.K. as platinum new sales partner in Japan.

RAND Technologies Japan K.K. (RAND Japan), a subsidiary of RAND Worldwide, one of the world's leading providers of professional services and technology to the engineering community, will provide sales, service and marketing support for Trubiquity's product portfolio throughout Japan.

"RAND Japan's industry knowledge and expertise will help us to significantly grow our business in Japan," said Nino DiCosmo, president and CEO of Trubiquity. "This partnership will allow us to further expand our global product reach in the critical Asian markets."

Trubiquity's sales partnership program consists of value-added resellers (VARs) selected to sell Trubiquity's software-based solutions, as well as complimentary services to enhance overall product offerings for customers. The company currently has more than 80 global sales partners in existing programs in Asia, Europe and North America.

Trubiquity launched its Asia-based sales partnership program earlier this year with the signing of PDS Technology Company Ltd. as the company's first sales partner in China.

"We look forward to teaming with RAND Japan and expanding our product offerings to their customer base in Japan," said Steve Koons, senior vice president of Business Development for Trubiquity. "We are excited to have RAND Japan as part of our global service team."

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The Trubiquity product portfolio consists of software that streamlines and automates customers' internal business processes including data exchange and management, team collaboration, electronic procurement, commercial EDI and quality/measurement. In addition, Trubiquity's software solutions speed product planning, design and manufacturing while reducing costs, improving time-to-market and ensuring quality across the product lifecycle.

RAND Japan, located in Tokyo, provides technology products, services and solutions to several hundred businesses in Japan. Amongst RAND's customers are several automotive OEMs and the largest Tier 1 suppliers.

"We are known as a firm focused on CAD data management, CAD data quality and CAD data conversion solutions. We are pleased to partner with Trubiquity in Japan and deliver their best-in-class collaboration and CAD data exchange solutions to our customer base as this is a natural extension of our solution portfolio," said Masaru Aburatani, general manager for RAND Japan.

Based in Rochester Hills, with European headquarters in Germany and the U.K., Trubiquity 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 manufacturing, retail, and finance organizations, including BMW, Chrysler, Ford, Dresdner Bank AG, General Motors, METRO Group, Mitsubishi and Nissan, as well as BAE Systems, Behr, Federal Mogul, Hella, Johnson



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Controls, Lear, Metaldyne, TRW and Visteon. For additional information regarding Trubiquity, visit [www.trubiquity.com](http://www.trubiquity.com).

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