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## TRUBIQUITY SECURES HEALTH CARE MEDICAL DEVICE MANUFACTURING CUSTOMER FOR EDI AUTOMATION

**Rochester Hills, Mich. – October 15, 2009** -- Trubiquity, a leading international provider of global managed data exchange (MDE) and business process integration solutions with companies across many industries will implement its TRUedx solution for Home Diagnostics, Inc., a leading manufacturer, marketer and supplier of co-branded blood glucose monitoring systems. Home Diagnostics chose the solution to enable the exchange of Electronic Data Interchange (EDI) with healthcare and retail trading partners. TRUedx utilizes an automated integration tool to allow data from EDI transaction sets to be exchanged seamlessly between TRUedx and Home Diagnostics' ERP environment with no user intervention.

Home Diagnostics will benefit from expedient and cost-effective EDI implementations, which are paramount in enabling the company to execute on trading partner EDI requirements, as well as providing crucial business insight from EDI data to its sales, finance and marketing teams. TRUedx provides compelling benefits and comprehensive features. "TRUedx is our highly secure, on-demand SaaS solution, which enables global communications, EDI translation, real-time event notification, full-cycle data visibility and seamless inbound/outbound integration into many of the leading ERP systems. We look forward to continue serving Home Diagnostics' global healthcare and retail IT needs", stated Martyn Davies, Trubiquity's Vice President Global Sales and Marketing.

### **About Trubiquity**

Headquartered in Rochester Hills, Michigan, United States, with offices in Germany, the United Kingdom and Japan and an international network of resellers, Trubiquity is a leading provider of managed data exchange (MDE) and business process integration solutions for manufacturing, finance, consumer goods and retail organizations. The company provides solutions that enable its customers to connect, move and share key business information with its global teams and valued partners. For additional information regarding Trubiquity, visit [www.trubiquity.com](http://www.trubiquity.com)



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