



FOR IMMEDIATE RELEASE

TRUBIQUITY ACQUIRES MICHIGAN-BASED TRINARY SYSTEMS

ROCHESTER HILLS, Mich. – Trubiquity (formerly Autoweb), a leader in business process automation and global data exchange software for the automotive, aerospace and consumer goods industries, has acquired Trinary Systems, Inc., a major supplier of electronic data interchange (EDI) software in North America.

Based in Wixom, Mich., Trinary offers scalable outsourced and web-based EDI solutions, stand-alone software products and EDI consulting services that allow organizations to connect and collaborate across a variety of industries and business functions. In addition, several of Trinary’s EDI software solutions were developed based on a software-as-a-service (SaaS) distribution model.

Trubiquity and Trinary are privately held companies. Financial terms of the acquisition were not released.

“Trinary’s EDI capabilities will allow us to significantly expand our EDI product portfolio across North America,” said Nino DiCosmo, president and CEO of Trubiquity. “With the added resources from Trinary, Trubiquity now has the ability to provide EDI-based business process automation solutions across the globe.”

Trubiquity’s current EDI capabilities were a direct result of its 2007 acquisition of European-based Secorex. The acquisition of Trinary further strengthens Trubiquity’s ability to support EDI processes among manufacturers and suppliers in Europe as well.

“We look forward to teaming with Trubiquity and expanding the capabilities we offer to our valued North American customer base,” said Don Draheim, Trubiquity EDI sales manager and former managing partner of Trinary.

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Trinary currently serves more than 400 customers in the automotive, retail, consumer goods and logistics industries. Customers include Cequent, Lear Corporation, Metaldyne, Tower Automotive, TRW Automotive and VisioCorp (formerly Schefenacker).

“Trinary solutions are a natural complement to the Trubiquity product strategy,” said Muhammad Khan, Trubiquity’s chief technology officer. “Given our new partnership, former Trinary customers will have access to a variety of new SaaS-based process automation solutions. Additionally, we will offer new EDI capabilities for existing Trubiquity customers in the Americas.”

“Trinary’s strong reputation for EDI innovation and reliability supports Trubiquity’s growth strategy and goal to provide best-in-class products to its customers,” said Stephen Koons, Trubiquity senior vice president, Business Development.

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 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, 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 automotive manufacturers and their suppliers, including BMW, 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.

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