



Press Release

FOR IMMEDIATE RELEASE

AUTOWEB LAUNCHES NORTH AMERICAN SALES PARTNERSHIP PROGRAM

ROCHESTER HILLS, Mich. – Autoweb, a leading provider of software-based data management and business process automation solutions for the automotive, aerospace and consumer goods industries, has launched a North American sales partnership program to build relationships with companies that serve manufacturers and suppliers.

Autoweb's sales partnership program will consist of value-added resellers (VARs) selected to sell Autoweb 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 through an existing VAR partnership program in Europe including Germany, Spain and France.

"Our European VAR program has been a significant source of growth for our company," said Nino DiCosmo, president and CEO of Autoweb. "The success of our global partnerships has played a key role in our decision to launch a similar North American program."

"Autoweb wants to create lasting partnerships with key VARs that provide IT (information technology) products and services to companies within the manufacturing industry," said Wolfgang Winstel, managing director of Channel Sales for Autoweb. "By partnering with Autoweb, resellers can leverage Autoweb's comprehensive business process automation software portfolio as well as our global customer base to grow their business."

In addition to providing its product offerings, Autoweb will offer partners technical support, incremental discounts and dedicated partner managers. Partnership benefits also will include lead generation and marketing support to help partners build customer relationships and increase revenue.

--more--

The VAR partnership program has three levels of accreditation: platinum, gold and silver. Accreditation is determined by the individual reseller's capabilities in areas such as sales capacity and results, technical knowledge and customer service.

The Autoweb 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, Autoweb's software solutions speed product planning, design and manufacturing while reducing costs, improving time-to-market and ensuring quality across the product lifecycle.

"Autoweb is the only company providing software solutions compatible with all industry communication protocols and standards in use throughout the world," noted DiCosmo. "Because of this capability, resellers will gain a competitive advantage by partnering with Autoweb."

Based in Rochester Hills, with European headquarters in Germany and the U.K., 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, capable of connecting all global industry communication protocols and standards. Autoweb has more than 5,200 customers in 40 countries, with more than 80 global sales partners. Autoweb was named one of the "Michigan 50 Companies to Watch" in January 2008.

Autoweb customers include 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 Autoweb, visit www.autoweb.net.

###

Autoweb Contact:

Mimi Miles
Autoweb
Phone: +1.248.601.7153
E-mail: mmiles@autoweb.net

Media Contact:

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