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FOR IMMEDIATE RELEASE

TRUBIQUITY SUCCESSFULLY COMPLETES OFTP2 COMMUNICATIONS TEST

ROCHESTER HILLS, Mich. – Trubiquity, a leading provider of business-process automation and data management software solutions, recently became one of nine companies to successfully complete the first-phase test of the ODETTE File Transfer Protocol 2 (OFTP2). This is a new business standard for transmitting secured electronic communications.

“The OFTP2 protocol is a major advancement to improve the security of data exchanges between manufacturers and suppliers,” said Muhammad Khan, Trubiquity’s chief technical officer. “It also makes it easier by offering high levels of data compression.

“Our new OFTP2 capabilities will provide added functionality to Trubiquity’s current TRUexchange, TRUeurex-c and TRUfusion products.”

The OFTP protocol is the current communications standard for sending and receiving electronic data interchanges throughout Europe and much of the world. Created in 1986 by ODETTE International for the automotive industry, OFTP links more than 4,000 manufacturing organizations with their global trading partners. Regularly updated, the protocol is compatible with communications technologies such as ISDN and TCP/IP.

Trubiquity recently completed phase one testing of the OFTP2 protocol by connecting to Axway Incorporated, a chosen testing partner. Importantly, this test validated Trubiquity’s ability to connect European manufacturers with their suppliers.

OFTP2 provides improved capabilities for data authentication, security, digital signatures, file compression and other features. ODETTE International believes that OFTP2’s data security and integrity enhancements will make OFTP2 a strong competitor to the AS2 protocol that is often used in other industries.

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“Our ability to support the OFTP2 protocol with our software is a critical step in offering market-leading solutions to current and future manufacturing customers worldwide,” Khan added.

Trubiquity plans to leverage OFTP2 to support manufacturers and suppliers who want to expand into the European marketplace.

Based in Rochester Hills, with European headquarters in Germany and the U.K., Trubiquity (formerly known as Autoweb) 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 manufacturers and their suppliers as well as retailers and financial institutions, including BMW, Chrysler, Ford, Dresdner Bank AG, General Motors, METRO Group, Mitsubishi and Nissan, as well as BAE Systems, Behr, Federal Mogul, Hella, Johnson Controls, Lear, Metaldyne, TRW and Visteon. For additional information regarding Trubiquity, visit www.trubiquity.com.

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