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TRUBIQUITY ANNOUNCES NEW BUSINESS WITH SUPERIOR INDUSTRIES

ROCHESTER HILLS, Mich. – June04, 2009. Trubiquity, a leading international provider of global managed data exchange (MDE) and business process integration solutions for companies across many industries, has won a multiyear contract with Superior Industries International Inc., one of the world's largest suppliers of cast and forged aluminum road wheels to the automotive industry OEMs. Superior Industries selected the TRUedx solution to enable communications to and from all of their trading partners, including translation services in and out of the EDI standards required for each partner and process flow integration.

Ross Perian, Chief Information Officer at Superior Industries said, "Superior Industries decided to move from a legacy ERP and EDI system that was costly to maintain, difficult to use and lacked newer technologies. We decided to go with Trubiquity which will provide us with a modern EDI web solution that is hosted, simple to use, multilingual, global and at much lower cost. The decision was also influenced by Trubiquity's extensive experience in the automotive industry and with QAD's Ecommerce module. Superior will start using Trubiquity when the ERP system goes live".

TRUedx provides compelling benefits and comprehensive features. "Superior Industries has chosen our highly secure, on-demand solution which enables robust communication, translation and mapping across all global trading partners without the burden and costs of purchasing, learning and supporting EDI systems and applications. Our service team has comprehensive knowledge in using the QAD module to integrate seamlessly TRUedx with QAD's ERP package MFG/PRO. It seems that Superior Industries has provided a good set-up for the challenges of global business and the markets of the future", stated Martyn Davies, Trubiquity's Vice President of Global Sales.



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About Superior Industries

Headquartered in Van Nuys, California, the principal business of Superior Industries International Inc. is the design and manufacture of aluminum road wheels for sale to original equipment manufacturers (OEM). Superior Industries is one of the world's largest suppliers of cast and forged aluminum road wheels to the world's leading automobile and truck manufacturers. Superior operates seven manufacturing facilities employing approximately 3,700 people in the United States, Mexico, and Europe.

About Trubiquity

Headquartered in Rochester Hills, Michigan, United States, with European offices in Germany and the United Kingdom 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 their global teams and valued partners. Trubiquity's solutions can be accessed all the time, everywhere around the globe. For additional information regarding Trubiquity, visit www.trubiquity.com.

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