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FOR IMMEDIATE RELEASE

TRUBIQUITY INTRODUCES NEW PRODUCT TO STREAMLINE PROCUREMENT

ROCHESTER HILLS, Mich. – Trubiquity (formerly Autoweb), a leading provider of software-based business process automation and data management solutions for the automotive, aerospace and consumer goods industries, has launched a new software product that streamlines purchasing and procurement processes.

Named TRUsource, Trubiquity's new procurement software aggregates and distributes bid content in a secure, auditable and efficient manner for use by manufacturers and their suppliers.

"Manufacturers and suppliers face numerous challenges when distributing information, proposal and quotation (RFx) packages during the procurement process," said Muhammad Khan, chief technical officer for Trubiquity. "TRUsource was developed to automate manual bid processes making procurement activities throughout the product lifecycle easier and less costly."

TRUsource software helps customers establish and automate procurement processes by streamlining RFx data input, questionnaire development, bid compilation and distribution, as well as supplier management and reporting. In addition, the new service can be accessed via the Internet at anytime, globally.

Launched on TRUcore, Trubiquity's new software-as-a-service based systems architecture, TRUsource will replace the company's popular procurement software product, GlobalSource.

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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 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 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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