



1688 Star Batt Drive
Rochester Hills, MI 48309 USA
tel 248.601.7160
fax 248.601.7177

FOR IMMEDIATE RELEASE

TRUBIQUITY NAMES FIRST SALES PARTNER IN CHINA

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 named PDS Technology Company Ltd. as its first sales partner in China.

PDS, one of the largest resellers of engineering design software in Southwest China, will provide sales, service and marketing support for Trubiquity’s product portfolio throughout China.

“It is critical that we continue to broaden our global reach to include the Asian markets,” said Nino DiCosmo, president and CEO of Trubiquity. “PDS marks the first step in expanding our product offerings into Asia.”

Trubiquity’s sales partnership program consists of value-added resellers (VARs) selected to sell Trubiquity’s 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 in existing programs in Europe and North America.

“We are excited to have PDS as part of our global service delivery capability,” said Steve Koons, senior vice president of Business Development for Trubiquity. “In addition, PDS will provide necessary insight into local business requirements in order to better tailor our global capabilities.”

--more--



1688 Star Batt Drive
Rochester Hills, MI 48309 USA
tel 248.601.7160
fax 248.601.7177

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

Headquartered in Chengdu, China, with a sales office and training center in Chongqing, PDS provides technology products, services and solutions to more than 40 businesses in Southwest China as well as offers professional C3P and product lifecycle management (PLM) solution training to an additional 100 customers in China. PDS also is a premier business partner of Siemens PLM Software in China.

"We are pleased to partner with Trubiquity in China," said John Li, president of PDS Technology Company Ltd. "We look forward to teaming with Trubiquity and expanding the capabilities we offer to our valued customer base."

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, 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, both for 2008.

--more--



1688 Star Batt Drive
Rochester Hills, MI 48309 USA

tel 248.601.7160

fax 248.601.7177

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 Corporation, Metaldyne and Visteon. For additional information regarding Trubiquity, visit www.trubiquity.com.

###

Trubiquity Contact:

Mimi Miles
Trubiquity
Phone: +1.248.601.7153
E-mail: mmiles@trubiquity.com

Media Contact:

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

27.May.08