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**FOR IMMEDIATE RELEASE**

**TRUBIQUITY LAUNCHES NEW PRODUCT FOR EUROPEAN DATA EXCHANGE**

**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 to facilitate data exchange with European automotive and commercial vehicle manufacturers.

Trubiquity's new European data exchange product, named TRUexchange+OFTP, is the industry's first software solution that enables organizations around the world to share and exchange large data files that use European data-exchange messaging protocols such as Odette OFTP and ENGDAT.

"TRUexchange+OFTP supports our mission to enable collaboration between manufacturers and suppliers around the globe," said Nino DiCosmo, president and CEO of Trubiquity. "TRUexchange+OFTP allows customers to collaborate with European manufacturers without the complexity, cost and time associated with conforming to European data-exchange standards."

Trubiquity's data-exchange solutions are used by OEMs (original equipment manufacturers) and suppliers around the globe to access and share structured and unstructured data stored within internal systems. Trubiquity software allows customers to exchange data in a secure, efficient and traceable manner regardless of differences in communication protocols, time zones and languages, or the size and format of the data files to be exchanged.

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Launched on TRUcore, Trubiquity's new software-as-a-service based systems architecture, TRUexchange+OFTP software reduces or eliminates redundant administration, hardware and software costs related to exchanging data with European automotive and commercial vehicle OEMs and suppliers. In addition, the new service can be accessed via the Internet at anytime, everywhere around the world.

"Trubiquity's TRUexchange+OFTP compliments our North American technical data exchange solution TRUexchange," said Muhammad Khan, the company's chief technical officer. "North American customers will no longer need to support multiple data-exchange standards and protocols when collaborating with European OEMs and suppliers."

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, 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](http://www.trubiquity.com).

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