

News Release

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ADVANOUS[®] PARTNERS WITH GRAND CENTRAL COMMUNICATIONS TO OFFER AWARD-WINNING INTEGRATION ON DEMAND SOLUTION

Grand Central Integration On DemandSM Platform Provides Low Risk, Low Cost Integration Option for Advanous' Powerful Price and Margin Management Solutions

RICHMOND, VA – Advanous has partnered with Grand Central Communications, Inc., the leading provider of Integration On DemandSM solutions to provide Grand Central's award-winning Business Services Network to its customers. By partnering with Grand Central, Advanous can easily integrate its trademark Point to ProfitTM margin optimization solution with customers' existing applications and services through a cost effective, risk-free, on demand integration approach that scales far beyond traditional point-to-point enterprise software solutions. In addition, this partnership gives Advanous an opportunity to transform its on demand offering into a best-of-breed, on demand application suite by tapping into Grand Central's rich and rapidly growing Business Services Directory to easily assemble services into custom solutions.

"Grand Central's Integration On Demand solution is a great complement to our signature Point to Profit service," said Erik Bleyl, Advanous President and CEO. "The 'Pay for Success, *Not* Pray for Success ModelSM provides our customers a risk-free, powerful new vehicle for integrating our margin management solutions with their existing applications and services."

Advanous' Point to Profit is a hosted solution that eliminates infrastructure and integration complexity while maximizing value across the organization by delivering analytic information to enhance sales performance and improve margins. Point to Profit brings internal account, product and sales management options to light by highlighting margin challenges and pointing out critical cost and pricing trends that need to be addressed to maintain a healthy, profitable business. As a Web service, this information can now be embedded in SFA and CRM applications to provide seamless insight for use by sales, product management, procurement, finance and other functions within the organization.

"We are excited to have Advanous join our community of on demand partners and make their Point to ProfitTM service available through our directory," said Halsey Minor, founder and CEO Grand Central Communications. "Now companies in the distribution industry can easily integrate the Point to Profit service into their business processes and share them with their extended enterprise without having to incur the cost and risk typically associated with enterprise software solutions."

ABOUT ADVANOUS

Advanous[®], a division of EnterBridge[®] Technologies, Inc, helps leading distributors generate higher profits through its Point to ProfitTM service, which combines technology, analytics and industry expertise to increase margin performance. Founded in 1999 and based in Richmond, VA, Advanous has delivered an average annual margin increase of between 50-100 basis points and a 5-15 fold return on investment to its clients.

ABOUT GRAND CENTRAL COMMUNICATIONS

Grand Central Communications provides Integration On DemandSM solutions to a community of customer, partners, and developers through its award-winning, subscription-based Business Services Network. Enterprises can easily integrate and share applications, data, and processes throughout the extended enterprise, without installing, maintaining, or supporting costly hardware or software. By offering integration as an on demand service, Grand Central dramatically increases the success and eliminates the risk of business integration, providing a better alternative to complicated, lengthy, and expensive traditional software deployments.

Grand Central's market-changing approach has received significant recognition in the industry, including an *Excellent* rating from InfoWorld Test Center labs, and InfoWorld's Technology of the Year Award for "Best Web Services Integration Solution" for 2004 and 2005.

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