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Western Extrusions Corp. Selects pVelocity Software

Western Extrusions to implement Manufacturing Profit Intelligence™ in Dallas TX plant

Toronto, Canada – August 1, 2006 – pVelocity Inc., a leading developer of Manufacturing Profit Intelligence™ software, today announced that Western Extrusions has signed a contract for the pVelocity suite of products. Terms were not disclosed. At their plant in Carrollton Texas, Western offers advanced extrusion in tube, solid and hollow profiles. In addition to extrusion, Western also offers extensive finishing, fabrication, CNC machining and other value added services.

pVelocity Inc. will provide their software solution, plus corresponding professional services, and a turnkey interface to the popular EPICS production system used by Western. By deploying pVelocity, Western will gain timely and detailed insight into the true profitability of each order – from quote to fulfillment.

Says Charles S McEvoy, Executive Vice President of Western, “The ability to quickly and easily identify our key profit drivers is critical to our sales and operations planning process. This kind of profit visibility will give us real operating metrics on which to base our decisions on pricing and cost to serve policies. Leveraging our extrusion expertise is critical to profitable growth of Western in these challenging market conditions. Using pVelocity will help us reach that goal by providing real time visibility into not only extrusion costs, but also all downstream added value activities.”

About Western Extrusions Corp.

Western Extrusions Corp. is one of the largest independent suppliers of premium extruded aluminum shapes in the United States. With state-of-the-art manufacturing facilities located in Dallas, Texas, Western offers a comprehensive range of aluminum extrusion capabilities on 5 presses across 550,000 square feet of production space. Privately-held Western has been in operation for over 27 years, and their team includes over 600 skilled tradesman, innovative engineering staff, and progressive leadership. Please visit www.westernextrusions.com

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About pVelocity

pVelocity’s Manufacturing Profit Intelligence™ software provides manufacturers with the necessary intelligence about their products, customers and processes to enable better business decisions that improve profit. By bridging the gap between production and financial systems, pVelocity rapidly identifies true drivers of profitability at

unprecedented levels of detail. The company has a growing list of prestigious manufacturing customers with multi-plant installations in various industry segments, including chemicals and extruded metals. With headquarters in Toronto, Canada and offices in the UK, privately-held pVelocity was founded in 2001. Please visit www.pvelocity.com

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