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Hydro Aluminum North America, Inc. adopts pVelocity Software

Hydro Aluminum brings Manufacturing Profit Intelligence™ to US operations

Toronto, Canada – September 28, 2007 – pVelocity Inc., a leading developer of Manufacturing Profit Intelligence software, today announced that Hydro Aluminum North America, Inc. has signed a license agreement for the pVelocity suite of profit management products. Terms were not disclosed. pVelocity Inc. will rapidly deploy its integrated software packages pV Explorer and Financial Analyzer, plus corresponding professional services, as well as an interface to Hydro Aluminum's SAP ERP system based on pVelocity's SAP "Powered by NetWeaver®" certified technology.

About Hydro Aluminum

Hydro is a Fortune 500 energy and aluminum supplier founded in 1905, with 33,000 employees in nearly 40 countries. Hydro is the third-largest integrated aluminum supplier in the world, with a presence on every continent. Hydro's customers include automotive, packaging and building industries.

Please visit <http://www.hydro.com/en/index.html>

About pVelocity

pVelocity's Manufacturing Profit Intelligence™ software provides manufacturers with essential 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 metals. With headquarters in Toronto, Canada and offices in the US and Europe, privately-held pVelocity was founded in 2001.

Please visit www.pvelocity.com