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Keymark Corporation Selects pVelocity Software

Aluminum extruder to implement Manufacturing Profit Intelligence™ in two US plants

Toronto, Canada – May 25, 2006 – pVelocity Inc., a leading developer of Manufacturing Profit Intelligence™ software, today announced that Keymark Corporation has signed a contract for the pVelocity suite of products. Terms were not disclosed. At their plants in Fonda, New York and Lakeland, Florida, Keymark offers advanced extrusion, specialty cutting and fabrication, finishing services, and custom packaging.

pVelocity Inc. will provide their software solution, plus corresponding professional services, and a turnkey interface to the popular EPICS production system used by Keymark. By deploying pVelocity, Keymark will gain timely and detailed insight into the true profitability of each order – from quote to fulfillment. This will enable them to continuously and proactively manage their profit and maximize their return on plant assets.

According to pVelocity CEO Paul Betsis, “We are very pleased to be teamed with such a solid and focused company. The Keymark leadership clearly recognize the need to proactively manage the profitability of their customers, products, and processes, and are taking prompt steps to put their thinking into action.”

Says William L. Keller, III, President of Keymark, “Developing long term customer relationships through leading edge technology and employee expertise has always been the primary goal of Keymark. 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. Using this information we will make better pricing decisions, understand our cost to serve and ultimately create unique value for each and every customer.”

About Keymark Corporation

Keymark Corporation 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 Fonda, New York and Lakeland, Florida, Keymark offers a comprehensive range of aluminum extrusion capabilities on six presses across 460,000 square feet of production space. Privately-held Keymark has been in operation for over 40 years, and their team includes over 700 skilled tradesman, innovative engineering staff, and progressive leadership. Please visit www.keymarkcorp.com

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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