



Industry Data Exchange Association, Inc.

Founded 1998

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For Immediate Release

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ByteManagers Contracted for Data Sourcing Program

Rosslyn, VA– October 12, 2005 – Industry Data Exchange Association (IDEA), an industry owned e-commerce service provider, announced today a joint effort with ByteManagers, Inc. of Chicago, IL, to expand their data sourcing program with electrical manufacturers.

ByteManagers, a content service provider, offering data conversion, cleansing, mapping, transformation, extraction and analysis, will be under contract with IDEA to help obtain both transactional (product and pricing data) and enriched data attributes and images from manufacturers to populate the Industry Data Warehouse (IDW2) that will in turn provide a value-added benefit to all active IDW2 distributors.

The IDW2 model is based on manufacturers providing and managing their product, pricing and supply chain data to a single database. While over 150 manufacturers, representing over 80% of the SKUs sold in the electrical channel participate in the IDW2, many manufacturers that are important distributor trading partners are not aware nor understand the value of managing their business information through the IDW2.

ByteManagers has a documented track record in sourcing data for their clients. ByteManagers' data sourcing resources will greatly expand the number of manufacturers supplying product and commercial information directly to the IDW2. Additionally, manufacturers may also take advantage of their data content services that do not have data attributes or internal resources to meet industry standards and deliver data to the IDW2. ByteManagers will also assist the manufacturers in preparing product data to meet IDW2 standards.

"We are here to serve the industry requirements," said Bob Whitehouse, Data Sourcing Manager, IDEA. "The IDW2 currently contains over 1.8M SKU's. With the assistance of ByteManagers, we expect to greatly expand not only the SKU count, but also the quality of the manufacturer supplied data."

The IDW2 provides unmatched flexibility in loading and extracting data per the industry standards.

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Byte Managers was selected for this program after a competitive bidding process. According to Whitehouse, they were selected based upon their knowledge of the electrical industry, experience with a wide variety of manufacturers, and willingness to commit highly qualified and motivated personnel to the project. Both firms expect this relationship to continue into other joint projects as IDEA expands its warehouse and offers more industry leading features to their users.

About ByteManagers

ByteManagers, headquartered in Chicago, Illinois, provides a wide range of data cleansing and catalog content production services designed to support and accelerate the deployment of a company's catalog data onto electronic business exchanges, print catalogs, automated procurement applications, and transactable websites.

About IDEA

IDEA is an e-commerce service provider jointly owned by NEMA and NAED. Developed to drive down supply chain costs, IDEA (www.idea-inc.org), provides the Industry Data Warehouse (IDW), a central repository of manufacturer product, pricing, and attributed data; the Industry Data Exchange (IDX2) is an Internet-based communications hub that enables business trading partners to exchange business documents using EDI, XML, flat file, or Web form transactions sets; the Industry Retail Database (IRD) a central repository of manufacturer retail product data to meet retail hardware, CPG and GS1 US requirements and the Data audit and Certifications (DAC) Program to verify manufacturer data meets specification criteria to ensure data synchronization between business partners.

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