

**SEEBURGER Expands China Operations with Second Office in Beijing,  
Wins Multiple Awards for B2B Integration Platform & Implementations**

ATLANTA (June 2, 2009) - SEEBURGER Inc. announced the opening of a second office in China, building on the company's three years of successful operation in the Chinese market and a doubling of its China professional services team in the last six months to meet growing demand for its business-to-business integration solutions. The new Beijing office will complement SEEBURGER's Shanghai headquarters and provide local service and support to customers using SEEBURGER products for electronic data interchange (EDI) and other B2B integration projects.

With the new Beijing location, SEEBURGER has 18 offices around the world capable of providing local-language sales and technical support for both local and global enterprises. This broad coverage as well as support for global trading and communications protocols have helped build the company into one of the leading providers of B2B integration solutions and services.

SEEBURGER's China operation has also recently received a series of awards for its products and local implementations, including:

- The Editor's Annual Recommendation Award from widely read manufacturing industry magazine e-Manufacturing for the SEEBURGER BIS 6 platform for B2B integration, which was recognized as the market's best enterprise informatization application and most powerful central integration platform.
- The 2008 Supplier of Excellence in Chinese Manufacturing Informatization award at the 3<sup>rd</sup> Annual Meeting of Chinese Manufacturing CIOs hosted by E-WORKS, an organization that promotes cooperation among government, manufacturers and software providers.
- Citations in the AMT Group's Annual 2008 Top-lists of Business Software in China, including recognition as a top 10 vendor of both automotive and logistics business software as well as a top 100 vendor of business software. AMT's evaluations considered factors such as annual contract signings, staffing levels, business operation stability, and customer reputation.

The awards follow several accolades received by SEEBURGER China in 2007, including Best Supply Chain IT Solution honors from the China Supply Chain Council for a complex EDI system at Beijing Benz-DaimlerChrysler Automotive Ltd. (BBDC), the first car factory in China to implement full Just-in-Sequence operations. That project automated communications with more than 150 of BBDC's parts suppliers utilizing traditional and online portal-based SEEBURGER solutions, marking a major accomplishment in a country where EDI is not widely adopted.

"Our new Beijing office signifies SEEBURGER's commitment to both our Beijing customers and the China market," said James Hatcher, Managing Director of SEEBURGER Asia Pacific. "Since SEEBURGER entered the market in 2006, our customer base has rapidly expanded from a solid automotive industry focus to encompass multiple industries. Our new office will extend SEEBURGER capabilities,

playing an integral role in both supporting local customers and strengthening our worldwide IT processing operations.”

SEEBURGER is one of the few global B2B integration providers to have built a quality local delivery and support capability in China. Leveraging its 23 years of B2B integration experience along with its local presence, the company has helped dozens of Chinese enterprises and local divisions of international organizations implement best-practice supply chain integration using SEEBURGER technology.

One recent project enabled Digital China, the country’s largest IT/telecom products distributor and systems integrator, to utilize SEEBURGER’s RosettaNet technology to establish a complete information integration platform between its main products providers and distribution channels. Other deployments have included Fujian Daimler, Murata Shanghai, Autoliv China, telecommunications equipment company Guangdong Nortel, and logistics providers EASTTOP and FanHang.

SEEBURGER’s highly scalable B2B platform simplifies the process of automating supply chain relationships, integrating internal applications and performing associated tasks such as business activity monitoring, enabling the largest and most advanced EDI and B2B implementations in the world. SEEBURGER is able to support all global trading requirements with a single solution, aiding global enterprises that wish to simplify their technology infrastructure by standardizing on one B2B platform for all offices.

#### **About SEEBURGER**

SEEBURGER is a leading provider of global business integration solutions designed to optimize transactions throughout the extended enterprise by automating trading relationships with all partners regardless of their size and technical resources. Launched in 1986 to provide integration solutions to the automotive industry in Germany, the company today is ranked among the top business-to-business gateway providers by leading industry analysts, and serves more than 7,800 customers in more than 50 countries and more than 15 industries through its flagship Business Integration Server and related products and services. SEEBURGER has global offices in Europe, Asia Pacific and North America, including a U.S. office that opened in 1998. For more information, visit [www.SEEBURGER.com](http://www.SEEBURGER.com)

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