

SEEBURGER Gains in U.S. Market, Adds Three Offices To Support Growth
Advanced B2B Technology, Global Expertise Fuel Expansion

ATLANTA (August 2, 2005) --- SEEBURGER Inc. today announced a major expansion in its U.S. business, including 164% revenue growth during the first half of 2005 over the comparable period last year and the opening of three new offices across the country. The company provides global business-to-business integration solutions that automate communications between manufacturers and their trading partners to enable just-in-time delivery and other efficiencies.

Recent contracts with blue-chip organizations including Whirlpool Corporation, Mercedes-Benz U.S. International and Colgate-Palmolive Company reflect SEEBURGER's increasing U.S. market penetration and expansion from its roots in Germany. Other U.S. customers range from the new Hyundai factory that opened in Alabama this summer to Goodyear, Chevron Phillips Chemical, Sega of America, Bosch-Siemens, Sunny Delight Beverage Company and C&H Sugar.

In the past six months, SEEBURGER has doubled the staff at its U.S. headquarters in Atlanta and opened offices in Detroit, Dallas and San Francisco to support the growth. Plans call for adding Chicago and New York locations by early 2006.

"Our increasing market traction in the U.S. is a direct result of SEEBURGER's nearly two decades of successful implementations in more than 6,500 companies around the world," said Scott Lewin, president of SEEBURGER US. "We have been able to leverage that experience and the competitive advantages of our technology to transition from virtual invisibility in the U.S. to one of the top B2B vendors in just three years."

SEEBURGER entered the U.S. in 1998 to provide technical support to the U.S. operations of its European customers. The U.S. office remained exclusively a support organization until 2002, when U.S. sales efforts began.

One key factor behind the firm's U.S. success involves SEEBURGER's ability to support all global trading requirements with a single B2B gateway that accommodates all industry and regional-specific data standards and communications protocols. This is a distinguishing feature of SEEBURGER's platform that supports efforts by global enterprises to simplify their technology infrastructure by eliminating the need to integrate and manage multiple applications.

Other factors include SEEBURGER's unique ability to automate smaller trading partners in order to eliminate manual document exchange, and the company's alliances with enterprise software providers such as SAP. SEEBURGER has also been listed in the Leader's Quadrant in Gartner Inc.'s prestigious Magic Quadrant analysis of B2B gateway providers.ⁱ

SEEBURGER's customer base cuts across multiple industries, from automotive, consumer packaged goods and retail to aerospace/defense, chemicals, energy/utilities, finance, insurance, paper, manufacturing, pharmaceuticals/healthcare, and high-tech/telecommunications.

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 industry analysts, and serves more than 6,500 customers in 35 countries and more than 15 industries through its flagship B2B Gateway 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

About the Magic Quadrant

The Magic Quadrant is copyrighted April 15, 2005 by Gartner, Inc. and is reused with permission. The Magic Quadrant is a graphical representation of a marketplace at and for a specific time period. It depicts Gartner's analysis of how certain vendors measure against criteria for that marketplace, as defined by Gartner. Gartner does not endorse any vendor, product or service depicted in the Magic Quadrant, and does not advise technology users to select only those vendors placed in the "Leaders" quadrant. The Magic Quadrant is intended solely as a research tool, and is not meant to be a specific guide to action. Gartner disclaims all warranties, express or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

ⁱ Gartner Research "Magic Quadrant for B2B Gateway Providers 2Q05" by L. Frank Kinney. April 15, 2005.

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