

**SEEBURGER Expands Asia Pacific Operations with the Grand Opening of SEEBURGER Japan Inc.**

TOKYO (September 14, 2009) - SEEBURGER today announced the official opening of SEEBURGER Japan Inc. Building on the company's years of successful operation in Japan via partners, SEEBURGER has increased their commitment and support to the strategic Japanese market. The new Shinagawa, Tokyo office will complement SEEBURGER's existing partner network in Japan increasing local service and support to customers using SEEBURGER products for electronic data interchange (EDI) and B2B integration.

With the new Japan 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. Specifically in Asia Pacific SEEBURGER has seen exponential growth with local offices in Hong Kong, Shanghai, Beijing, Australia and now Japan.

"Our new Tokyo office signifies SEEBURGER's commitment to our local customers, partners and the Japan market," said James Hatcher, Managing Director of SEEBURGER Asia Pacific. In spite of the economic downturn, SEEBURGER sees continuing demand for its business-to-business integration solutions. Since SEEBURGER entered the market in 2007 with KEL: Kanematsu Electronics Limited as our first partner, our customer base has rapidly expanded. We have strategic customers such as D&M holdings, KYB:Kayaba and HEI:Hankyu Express International (make a start as a brand new company "Hankyu Hanshin Express Co.,Ltd." as of October 1 by the consolidation of Hankyu Express International and Hanshin Air Cargo)who requested we establish local operations. 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 Japan. Leveraging its 23 years of B2B integration experience along with its local presence, the company is positioned to help Japanese enterprises and local divisions of international organizations implement best-practice supply chain integration using SEEBURGER technology.

One recent project in the apparel industry enabled DOME CORPORATION, an exclusive licensee of performance athletic brand "Under Armour" in Japan, to utilize SEEBURGER's technology to establish a complete information integration platform with its retail customers and distribution channels.

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).