



Bill Reeves Joins SEEBURGER as VP of Strategy and Marketing

Global B2B Solution Provider Adds Former Inovis VP to U.S. Executive Team

ATLANTA (January 9, 2008) --- SEEBURGER Inc., a leading provider of global business-to-business integration solutions, today announced the appointment of Bill Reeves to serve as Vice President of Strategy and Marketing in the company's U.S. headquarters in Atlanta. Effectively immediately, Reeves is responsible for strategic product management, positioning, promotion and market development for SEEBURGER's business integration platform in the U.S., as well as working with the company's home office in Germany to leverage SEEBURGER's global footprint.

Before joining SEEBURGER, Reeves spent two years as Vice President of Product Management at Inovis, a provider of supply chain communication solutions. There he worked with management and executive teams to create a strategic product roadmap, differentiate and enhance the company's offerings, and develop a long-term corporate vision and strategy.

Reeves' previous executive-level experience includes posts as Senior Vice President of Marketing at Card Systems Solutions, a payment processor; Vice President of Product Management at FleetCor Technologies, a provider of fleet card processing solutions; and Vice President of Product Management at NOVA Information Systems, a supplier of point-of-sale terminal applications and related software programs.

He has also held e-commerce, product management and marketing positions at Delta Air Lines, Harbinger Corporation and Federal Express.

"Bill has strong B2B domain expertise as well as an extensive background in other technologies. He understands the market, the product, the challenges and the opportunities as well or better than anyone in the industry," said Henrik Heidemann, SEEBURGER's Senior Vice President of Sales and International Development. "The U.S. market is critically important to our ongoing success, and Bill's contributions will help ensure that we continue to build our presence both in the U.S. and around the globe."

"SEEBURGER has a 21-year track record in automating trading relationships, a one-platform architecture that can serve all global and industry needs, and some of the most advanced EDI/B2B implementations in the world, and they are committed to strengthening their leadership in the market even further," Reeves said. "Taking this position gives me the opportunity to help shape as well as execute their strategy, and contribute to their next phase of growth."

Reeves holds an MBA from the University of Florida and a Bachelor of Business Administration from University of Georgia.

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 top industry analysts, and serves more than 7,000 customers in more than 50 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

CONTACT:

Monisha Mills

SEEBURGER Inc.

(404) 226 7821

m.mills@seeburger.com