



B2B appliance to be introduced to top retailers and manufacturers at prestigious industry event

ORLANDO – June 4, 2007 – Covast, a leading provider of business-to-business (B2B) integration solutions, today introduced BBot, the first supply chain integration appliance, to the world's top retailers and manufacturers at U Connect 2007. U Connect 2007, the prestigious conference of the GS1 US™ organization, is the annual epicenter for supply chain professionals to debut and exchange ideas on how to build better supply chains through standards. The Covast BBot is one of the most innovative technologies to be introduced at this year's event. Attendees can learn more about BBot at Booth #519, located in the Exhibit Hall of the Gaylord Palms Resort in Orlando, Florida.

Using simple "plug and play" technology, BBot automatically enables seamless integration between the complex supply chain systems of large hubs and their smaller suppliers. BBot is virtually maintenance-free, requiring only a LAN with internet connection to facilitate immediate integration across the supply chain.

This solves a fundamental problem with supply chain integration and visibility. Most large hubs use many complex supply chain systems to conduct business, while small suppliers use less complex systems, spreadsheets or email. As a result, many of these smaller suppliers lack the technology to comply with industry-specific trading protocols and formats. BBot overcomes this challenge by offering comprehensive support for all industry protocols and formats, then automatically connecting and integrating the supply chain systems of hubs with the Microsoft Office environments of their smaller suppliers.

Built on Microsoft technology, BBot is a network appliance of pre-configured hardware and software. To work, a hub publishes a profile of its different supply chain systems and processes to the network. Suppliers simply plug BBot into their LAN and the appliance automatically configures itself to the hub profile. Using Microsoft Office, BBot instantly bridges supply chain systems, allowing real-time integration between hubs and suppliers.

The impact of BBot extends beyond supply chain visibility and integration. Other benefits include:

- **Increased responsiveness to market and customer demand.** Hubs can react to market and demand changes in real-time.
- **Easy supplier and regulatory compliance.** BBot gives small suppliers the integration infrastructure needed for hubs to comply with RFID, SOX and other regulations.
- **Reduced IT costs.** BBot requires virtually no setup or maintenance.
- **Maximized value of existing IT investments.** BBot improves ERP, CRM and other supply chain systems by giving each system consistent, accurate and timely data.

"Supply chain integration at the flip of a switch almost sounds too good to be true. But, this is exactly what BBot delivers. It's an entirely new concept and one that we're proud to introduce alongside the world's greatest supply chain companies here at U Connect," said Daan Scheer, CEO, Covast.





Integration Appliance, Debuts at U Connect 2007

To learn more about the Covast BBot supply chain integration appliance or Covast's suite of B2B industry solutions, please visit www.covast.com.

About Covast and BBot

Covast, a leading provider of business-to-business integration solutions, is revolutionizing supply chain integration through the world's first B2B integration appliance – the Covast BBot. Requiring only a local area network with internet connection, BBot automatically enables integration between the complex B2B systems of large supply chain hubs and their smaller customers and suppliers. The result is improved visibility, compliance, efficiency and accuracy for every supply chain. Covast is a Microsoft Gold Certified Partner and an IBM Business Partner. Covast maintains its European headquarters in the Netherlands and its U.S. headquarters in Atlanta. For more information, visit <http://www.covast.com>.

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