

FOR IMMEDIATE RELEASE

Material Express Introduces RealPricer™, a Powerful New Market Intelligence Tool for Electrical Distributors

RealPricer is a Web Application for Electrical Distributors that Includes Aggregated Real World Pricing Information Packaged with Pricing Analysis Tools to Maximize Profit.

Carlsbad, CA – May 28, 2010 -- Today, Material Express announced the availability of RealPricer™, the eagerly anticipated new electrical industry price reporting and intelligence tool. Currently in a beta testing phase, the company has targeted a mid-2010 release date following final enhancements based on feedback from beta test participating distributors. RealPricer is a web-based information service with real world electrical distributor pricing information that updates as new item pricing occurs.

Earl Beutler, CEO of Material Express, stated, “After more than two years of research, development and testing, I am very excited that RealPricer is nearing release. This unique new tool aggregates “real world” invoice pricing information and packages it with key report views. Our distributor customers are provided a clear view of product pricing trends, which in turn allows them to make the adjustments in their own pricing mechanisms to maximize profitability.”

Beutler went on to say, “Material Express was founded to establish an innovative platform in the electrical distribution market on which to develop and deliver content, software and business services solutions. During the past few years while the economy has caused many companies to pull in the reins on non-operational expenditures, Material Express has continued investment in developing solutions that deliver real value to our industry business partners.”

As a long-time member of the electrical industry supply chain community, one of the most exciting aspects of the RealPricer project was experiencing the synergy with first adopter distributors who contribute, via our eDAP electronic submission program, invoice pricing data that drives the true value of the tool. These forward-thinking companies realize the very significant return on the investment of their data in RealPricer in terms of the key market intelligence they receive.”

Derrick Delliquadri, project manager for RealPricer, stated that the distributors who have thus far opted to submit their pricing data to support RealPricer cited the three-fold guarantee made by Material Express executive management as allaying any questions they had about participating: Only authorized data would be submitted to the database; the sources of the pricing data included

in RealPricer remain completely anonymous; the product is only available to authorized industry distributors.

Delliquadri also stated that RealPricer beta testing is scheduled to conclude by the end of May, with the goal of a market-ready version of RealPricer available for order by mid-June.

RealPricer is available by subscription only to bona fide electrical distributors.

RealPricer Participation and Availability Information

Questions regarding participation in the RealPricer product database, and/or product pricing and availability, may be directed to Sam Burroughs, National Accounts Director, at Material Express. He may be reached at sburroughs(at)materialexpress(dot)com, or via his direct line 800-239-0684.

About Material Express

Material Express, Carlsbad, CA, was founded in 1999 by a team of experts in the field of electrical and plumbing construction, software development, and information services. Material Express is headquartered in Carlsbad, California and is part of the Pinnacle Information Corporation family of companies. Pinnacle has delivered supply chain information services since 1993. Material Express offers EPIC™ – Electrical Pricing Information & Catalogs. APeX™ (Advanced Pricing eXchange), CatLynx and ImageLynx, a web-based Image Server, and most recently RealPricer, the new electrical industry price reporting and intelligence tool. For more information, call 800-594-7044 or visit <http://www.RealPricer.com>.

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