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FOR IMMEDIATE RELEASE

I-Cubed Announces Partnership with Convertigo
Mashups Could Eliminate Swivel-Chair Integrations

Raleigh, NC, January 11, 2010 – Integrated Industrial Information, Inc. (I-Cubed), the Engineering Business Integration (EBI) Company, announces formation of a strategic partnership with Convertigo, Inc., a global leader in Enterprise Mashups. Convertigo's software will allow I-Cubed to integrate their customers' ERP, PLM, CRM, and CMS systems into a seamless application interface for Web2.0 initiatives.

Developers know all too well the "swivel-chair" integration required to combine two or more enterprise systems. Typically, integrations of multiple enterprise systems require tightly woven APIs and customized scripts that only last until the next software release. Mashups allow coding to be soft-wired from the native systems, similar to widgets, and allows information to be presented as a single, seamless interface, comparable to a dashboard user experience.

"I-Cubed's heritage has been to bridge complex engineering data across the enterprise..." said Lewis Kennebrew, Vice President, Professional Services, at I-Cubed. "Developing mashups would be an evolution of that history, enabling our customers to create integrations that will last over time and facilitate rapid application development."

Gartner recently identified enterprise mashups as number five of the "10 Most Disruptive Technologies" that will shape the IT landscape over the next five years. They also predict that by 2010, 80% of new enterprise applications will contain mashups. To find out how I-Cubed uses mashups to bridge enterprise systems, visit www.i-cubed.com.

About Convertigo

Convertigo offers a platform to develop Web 2.0 applications simply, quickly, and at a lower cost than traditional development. Already recognized as a major player in Enterprise 2.0, Convertigo has the most complete platform for Enterprise Mashup available in the market.

About I-Cubed

Since 1984, I-Cubed has been developing solutions that maximize the tremendous potential of engineering assets across the enterprise. I-Cubed is a leader in CAD Data Migration, Business Process Consulting, Product Lifecycle Management (PLM) consulting and software development. Find out more at www.i-cubed.com.

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