

FOR IMMEDIATE RELEASE

Real Price Solutions Completes Asset Acquisition of Material Express' Electrical Distribution Vendor Data Products and Operations

Through the acquisition of Material Express' data assets and operations, Real Price Solutions now offers the broadest range of distributor data solutions in the electrical industry along with a larger data management staff to accelerate product development.

Carlsbad, CA - February 28, 2012 -- Real Price Solutions is a leading provider of market pricing intelligence for construction materials in the electrical distribution industry. Today, Real Price Solutions announced the acquisition of certain assets from Material Express, a leading provider of material pricing information for electrical distributors since 1999. By adding one of the electrical distributor industry's most recognizable names and data providers, Real Price Solutions will now have an expanded offering of information based products.

Material Express was founded by a team of experts in the field of electrical construction, software development and information services. With a core product family focused on providing low cost electrical manufacturer sourced vendor data to electrical distributors, Material Express serviced hundreds of customers throughout the United States. Following the transition, Real Price Solutions will keep Material Express' current data development and editing teams which will add to their current data management capabilities.

"We believe the addition of Material Express' vendor data solutions perfectly complements our current RealPricer.com market pricing intelligence web application," said Sam Burroughs, Product Development Manager for Real Price Solutions. "Electrical distributors can now come to one place for their ERP data update needs and market pricing research. We are thrilled to integrate the hard working Material Express data team to help build upon our current data services."

"My team and I are very excited to join the Real Price Solutions family," said Steve Rondeau, Lead Data Manager for Material Express. "We are confident that we bring with us the experience and industry relationships to further drive Real Price Solutions' products and help provide their customers with profit-driving solutions. The transition has been smooth and we are already seeing the benefits of being part of a larger team."

About Real Price Solutions

Real Price Solutions was founded in 2010 by a team of experts in the field of electrical construction, software development and information services. Real Price Solutions 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. Real Price Solutions offers RealPricer, an electrical distributor industry price reporting and intelligence tool and most recently added EPIC™ – Electrical Pricing Information & Catalogs; APeX™ (Advanced Pricing eXchange); CatLynx; and ImageLynx, a web-based Image Server. Call 800-245-0336 or visit <http://www.RealPriceSolutions.com>.

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