

FOR IMMEDIATE RELEASE

Material Express Launches RealPricer™, a Powerful Sell Pricing Intelligence Tool for Electrical Distributors

RealPricer is a web application for electrical distributors that includes aggregated sell pricing information packaged with pricing analysis tools to maximize profit.

Carlsbad, CA - March 3, 2011 -- Material Express has officially launched RealPricer™, the much anticipated price reporting and intelligence tool new to the electrical industry. RealPricer is a completely web-based information service with electrical distributor sell pricing information that updates as new item pricing occurs.

RealPricer's main goal is to help electrical distributors increase their profit margin without losing any market share. RealPricer identifies distributors' items they sell everyday and compares them to the industry's average sell prices, also known as the "real price" values. The reported price differences, that RealPricer reveals, help electrical distributors and supply companies make the adjustments necessary in their own pricing mechanisms to maximize profitability.

The foundation of RealPricer is built on its eDAP program (Electronic Data Aggregation Program) which is a network of electrical distributors that electronically send daily invoice information to our data service center. Earl Beutler, CEO of Material Express, stated, "One of the most exciting aspects of the RealPricer project was experiencing the synergy with the first adopter distributors who contribute, via eDAP, 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."

At its launch, RealPricer is tracking 27,000 electrical items compiled from over 2 million invoices totaling over \$1.3 billion dollars in electrical material sales.

RealPricer is dedicated to furthering its development with revisions that will improve pricing segmentation by geography and type of sale. Derrick Delliquadri, project manager for RealPricer, stated, "Much of our enhancement developments are derived from customer feedback. Our ultimate goal is to offer the electrical distribution industry with the best sell pricing intelligence possible."

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>.

Visit <http://www.realpricer.com/roadmap.php> to learn more about planned development

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