

**P R E S S   R E L E A S E**

## *TIE KINETIX™ and CNET Content Solutions announce Global Partnership*

**JUNE 17, 2009, Burlington, MA—** TIE Kinetix™ announced today that it has formed a strategic alliance with CNET Content Solutions, to resell the TIE Kinetix™ [Content Syndication Platform](#) worldwide.

CNET Content Solutions, one of the world's leading independent sources of product information, is now able to offer and promote the [TIE Kinetix™](#) Content Syndication Platform (CSP) to the many consumer electronic vendors it powers. TIE Kinetix™ CSP provides brand managers and marketers with the ability to have greater control over their content across multiple websites and [channel partners](#), including differentiation of the rich content at the online point-of-sale and have up to the minute timely updates.

Timely, complete, accurate and objective content are critical elements to online buyers, retailers and resellers. The partnership between CNET Content Solutions and TIE will ensure that customers are getting the information that they need and demand to make [online buying decisions](#).

"The partnership with TIE Kinetix™ is both strategic and timely as the needs of our customer base continue to grow in scope and sophistication," says Sean Murphy, Vice-President of CNET Content Solutions. "Our customers will have the high quality content they expect from CNET Content Solutions, and with the addition of TIE Kinetix™ CSP we can now provide them with real-time control over rich product information across their supply chain, as well as [real-time analytics](#) and reporting".

"This important alliance further verifies our leading position in the content syndication market," says Brian Tervo, CEO of TIE Kinetix™, North America. "It is more crucial than ever before for our customers and partners to begin taking advantage of a [Web 2.0](#) driven economy. We are pleased to see our robust offering quickly becoming the standard for moving rich content into the marketplace for a partner like CNET Content Solutions".

### **ABOUT TIE**

Supply chain integration software company TIE (NYSE Euronext: TIE Holding) bridges the gap between online and traditional business. TIE helps industry and [supply chain partners](#) to achieve electronic business collaboration with solutions in the traditional and upcoming markets like Data Quality Management, e-Invoicing, [Master Data Management](#), Content Syndication and e-Commerce. Our solutions are proven to lower costs, increase revenue and optimize business processes. Because we have decades of experience to share, TIE remains a key contributor to the development and implementation of global eCommerce standards. TIE is a publicly held company with offices in the United States, France, and the Netherlands.

## **ABOUT CNET CONTENT SOLUTIONS**

CNET Content Solutions ([www.cnetcontentsolutions.com](http://www.cnetcontentsolutions.com)), a division of CBS Interactive, is the world's leading independent source of product information. With detailed content on more than 3 million technology products in 15 languages, CNET Content Solutions converts shoppers into buyers by providing product information and creating solutions that empower businesses to improve their customer experience and bottom line. Customers include CDW, Computacenter, Dabs.com, Dell, Hewlett-Packard, Insight, Microsoft, OfficeMax, PC World Business, Tech Data, and Yahoo.

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