

A decorative graphic in the top left corner consisting of several white and one orange sphere of varying sizes, arranged in a cluster with some overlapping. The spheres are set against a background of light blue and white rays emanating from the top left.

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FOR IMMEDIATE RELEASE: Wednesday, January 28, 2009

## **MAJOR BRAND MANAGERS TO GAIN CONTROL OF PRODUCT INFO ON RETAILER WEBSITES**

### **TIE Commerce Launches “Ultimate Brand Management” Platform for Content Syndication**

**BURLINGTON, MA. (Jan, 28)** -- Major brand managers now have the solution to inaccurate and out of date product information on retailer websites. A new platform of advanced content syndication services, introduced to the U.S. today by TIE Commerce, gives brand owners and their channels partners complete control over what the on-line consumer experiences while making a buying decision.

[TIE Kinetix Content Syndication Platform](#)<sup>SM</sup> (CSP) is the “most comprehensive management tool for enhancing, delivering and measuring the impact of syndicated information through the Internet and digital devices”, said Brian Tervo, president of TIE Commerce.

Recent studies show that as much as 87% of all purchases in the U.S. start with Internet research. “It is critical that the information be as up-to-date and complete as possible or the consumer moves on,” he said. “When the retailer is connected through TIE Kinetix CSP, merchandisers can be assured that their consumers experience the most accurate and comprehensive brand message.”

With TIE Kinetix CSP, all brand marketing and promotional material is assembled into one central data source which is accessed through a single embedded link on the retailer’s website. Once the channel partner’s website and central data source are linked, the information flow of rich content marketing materials is fully automated. The channel partner has no updating responsibility, and the content can be enriched and updated continuously as needed by the brand manager.

“Until [CSP](#), marketers have been at the mercy of time and technology limitations preventing real time distribution of accurate, up-to-date information to their channel partners and potential customers,” Tervo said. “With TIE Kinetix CSP, marketers and brand managers will be able to manage, extend and assess the marketing reach of all their channel partners. The days of scraping and posting website content are nearing an end.”

A feature rich platform, TIE Kinetix CSP arms the brand manager with [channel analytics](#) that continuously monitor and measure activity across all partner channels. Built in reporting modules allow real time assessment of how often consumers click on the content, how long they stay, which material gains the most attention and the effectiveness of a campaign.

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## TIE INTRODUCES KINETIX CSP

Page 2 /January 28, 2009

TIE Kinetix CSP is the next generation platform of [digital channel](#) management solutions that TIE has been successfully marketing in Europe for several years. Earlier generation versions are in use for [content syndication](#) and [channel marketing](#) by thousands of manufacturers, distributors and resellers including U.S. affiliates and global based companies.

In the U.S., TIE is currently working with Siemens Enterprise Communications GmbH on a global content syndication roll out project to connect a selection of their U.S. partners. Tervo also revealed that negotiations have begun with a number of high profile U.S based technology companies and publishing giants who have expressed strong interest in using the TIE KINETIX CSP to enhance their [digital channel](#) offerings.

### **About TIE COMMERCE, INC.**

TIE Commerce is a leading provider of B2B eCommerce software that bridges the gap between online and traditional business, enabling companies of all sizes to automate the exchange of business information electronically. TIE Commerce delivers TIE Kinetix™, a powerful electronic framework for business collaboration with software solutions for Master Data management, XML/EDI, Outsourcing and Content Syndication. With over two decades of experience in electronic commerce, TIE Commerce today remains a key contributor to the development and implementation of global eBusiness standards. TIE Commerce corporate office is in Burlington, Mass, with additional offices in St. Paul, Minn, the Netherlands and France. For more information, please visit: [www.contentsyndicationplatform.com](http://www.contentsyndicationplatform.com)

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**TIE KINETIX**

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