Press Release

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MANAGING AUTOMATION NAMES TRANSPARA TOP 10 COMPANY TO WATCH IN 2009

Transpara's Visual KPI Operations Intelligence Software Addresses Information Overload in Asset-Intensive Manufacturing Industries

Pleasanton, Calif. – November 5, 2008 –Transpara Corporation, a leading provider of operations intelligence software, today announced that the company has been named one of *Managing Automation*'s "Companies to Watch in 2009." In the fourth year of the award, the editors of the magazine recognized Transpara Visual KPI for its ability to provide decision makers with on-demand, role-based data from any computer or mobile device with an Internet connection.

"From a project management standpoint, Visual KPI is ultra-flexible and easy to deploy," said Brad Thurston, project manager for Research in Motion's manufacturing supply chain. "Although we're still somewhat early in our deployment, we're quite optimistic that it will more than pay for itself."

In the October 2008 issue, *Managing Automation*, a leading publication that focuses on technology solutions for progressive manufacturers, recognizes 10 technology companies that have demonstrated forward-thinking solutions to address manufacturers' pain points.

"*Managing Automation*'s editors chose Transpara as a Company to Watch because its technology can help manufacturers attack a universal problem – information overload," said Diane Himes, senior editor at *Managing Automation*. "Visual KPI provides contextual information users need to make decisions, on the mobile devices they are already familiar with."

Visual KPI aggregates operations, financial and infrastructure information from multiple, existing data sources and delivers role-based, actionable KPIs to users via the desktop, laptop, or more than 250 mobile devices. The web-based software enables users to easily create and customize composite KPIs and scorecards without any additional programming, using information from any combination of existing data sources.

"Visual KPI lowers the cost of curiosity by extending existing data to new mobile devices and, therefore unlocking suppressed abilities in the workforce," says Michael Saucier, Transpara's founder and CEO. "With the most important decision-support data delivered in ways they haven't had it

before, people are able to contribute right in the moment, solving problems before they negatively impact the books."

About *Managing Automation*

Managing Automation, published by Thomas Publishing Company, LLC, provides a complete set of decision-support informational tools for Progressive Manufacturers -- companies using information and automation technologies to transform their businesses and create a sustainable competitive advantage. Its monthly magazine, website, intelligent solutions database called TechMatch, and executive conference reach the entire integrated technology buying team -- executives, line-of-business managers, and IT management -- at every stage of the technology buying process. Additional information can be found at www.managingautomation.com.

About Transpara Corporation

Transpara delivers Visual KPI, operations intelligence software that provides customers in the process and utility industries with role-based, actionable KPIs on any web browser. Visual KPI presents operating information from multiple data sources to users in context and on-demand, enabling timely, informed decision making from any location. By helping users throughout the organization to monitor their asset base, Visual KPI improves performance, reduces operating costs and lowers business risk. Visit www.transpara.com for more information.

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