Press Release

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TRANSPARA AND ziconNET SIGN RESELLER AGREEMENT TO EXPAND VISUAL KPI DISTRIBUTION TO THE MENA REGION

Easy-to-use, Cost-effective Mobile Business Intelligence Software Provides Customers with Universal Data Access on Any Mobile Device or Browser

Pleasanton, Calif. – November 22, 2010 –Transpara Corporation, Transpara Corporation, a leading provider of mobile business intelligence (BI) software, today announced that it has signed a reseller agreement with ziconNET to deliver Visual KPI to customers in the Middle East and North Africa (MENA) markets. The only solution purpose-built for delivering data to users on any mobile device or PC without coding or changing existing security requirements, Visual KPI offers a near real-time corporate data experience regardless of location or device.

"ziconNET is proud to be associated with Transpara, a company that has proven itself with customer deployments in multiple industries across the globe," said Stelios Kentritas, founder of ziconNET. "Visual KPI is an exceptional mobile BI solution that gives decision makers the power to monitor their business performance in real time. Our joint focus with Transpara on the process, power generation and manufacturing industries allows both companies to leverage our experience with production and operations management environments to create more value for our users. We look forward to addressing similar requirements for other business sectors through our affiliated system integrator partners in the Middle East."

Visual KPI aggregates operations, process and business information from multiple existing data sources and delivers actionable key performance indicators (KPIs), scorecards, trends and alerts to users via the desktop, laptop and virtually all smartphones and PDAs. This includes the iPad, iPhone, Blackberry, Android and Windows Phone platforms.

Complementary to any BI or data management environment, Visual KPI software offers:

- **Ease of use** – Visual KPI uses a Microsoft Excel-based tool for configuration and set-up, delivering a solution that does not require programming or significant training.
- **Data consistency** – Whether corporate data and history is stored in regular or streaming databases, data historians, web services or external sources, it is easily captured and presented consistently on more than 400 smart phones or browsers.

- **Cost-effectiveness** – Since Visual KPI is installed on an existing server or virtual machine and requires only simple configuration to access existing data sources and devices, the IT department does not have to make any changes to their security model or maintain multiple versions of the software for each of their devices.
- **Speed of Implementation** – Visual KPI can be deployed within one to two days – and often just a few hours. This eliminates both the time and expense of traditional data or business intelligence projects and delivers immediate value.

"We welcome ziconNET to our reseller partner network as we continue to expand into new regions," said Michael Saucier, founder and CEO, Transpara. "ziconNET's network of subject matter experts can effectively apply Visual KPI in multiple industries to meet users' ever-growing needs to mobilize their business data for real-time decision support."

About ziconNET

ziconNET, registered in Bahrain, is a global network of project and business management consultants and subject matter experts collaborating together to help customers in the process industries meet their goals towards improved business performance and operational excellence. ziconNET combines know-how in business and process solutions, applications, related technologies and methodologies with experience and knowledge in the process industries, including oil and gas, refining, chemicals and petrochemicals.

About Transpara Corporation

Transpara delivers Visual KPI, mobile business intelligence (BI) and monitoring software that provides customers in the process and utility industries with role-based, actionable key performance indicators (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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