

OB10 Selected by AlwaysOn as an OnDemand Top 100 Winner

Leading global e-Invoicing network recognized for creating new opportunities in cloud computing and SaaS

Atlanta, March 31, 2011 – OB10 (www.ob10.com), the global e-Invoicing network, today announced that it has been chosen by AlwaysOn as one of the OnDemand Top 100 winners. Inclusion in the OnDemand 100 signifies leadership among peers and game-changing approaches and technologies that are likely to disrupt existing markets and entrenched players. OB10 was specifically selected by the AlwaysOn editorial team and industry experts spanning the globe based on a set of five criteria: innovation, market potential, commercialization, stakeholder value, and media buzz.

OB10 and the OnDemand Top 100 companies were honored at AlwaysOn's OnDemand event on March 28th, 2011, at Hewlett-Packard's Worldwide Headquarters in Palo Alto, CA.

This two-and-a-half-day executive event featured CEO presentations and high-level debates on how the Internet is disrupting how companies - from small businesses to large enterprises – create, store, distribute, analyze, and take advantage of their mission-critical data.

“As the digital information created by businesses continues to explode at astronomical rates, the need to store, manage, socialise, and share this information is becoming extremely challenging,” says Tony Perkins, founder and editor of AlwaysOn. “By providing innovative technologies that help enterprises better compete in this new era of information complexity and move their data out into the cloud, the OnDemand 100 represents some of the highest-growth opportunities in the private company marketplace.”

The OnDemand 100 winners were selected from among hundreds of other technology companies nominated by investors, bankers, journalists, and industry insiders. The AlwaysOn editorial team conducted a rigorous three-month selection process to finalize the 2011 list.

“We are pleased to have been selected as an OnDemand Top 100 winner,” said Peter Watson, Senior Vice President, OB10. “As the leading global e-Invoicing network, we are very proud to be recognized for our innovation and the value we create for our customers. More companies are realizing the financial and



environmental benefits of switching from paper to electronic invoicing. We pride ourselves on delivering results to our customers and will continue to play a leadership role in the continued growth of our industry.”

A full list of all the OnDemand Top 100 winners can be found on the AlwaysOn website at: <http://www.aonetwork.com/AOStory/Announcing-2011-OnDemand-100-Top-Private-Companies>.

LinkedIn: <http://www.linkedin.com/company/22101>

Twitter: <http://twitter.com/#!/OB10eInvoicing>

Facebook: <http://on.fb.me/i6JoZr>

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About OB10

OB10 (www.OB10.com) is the leading global B2B e-Invoicing network. OB10 simplifies and streamlines the complex invoice-to-pay processes. Neither client organizations nor their suppliers are required to implement any hardware or software, and OB10 is independent of data file formats. OB10 can reduce the cost of paper invoice processing by typically 60 percent and can deliver an ROI in less than a year if the programme follows OB10's best practice guidelines. Operational across Europe, North America and Asia, OB10 is compliant with the requirements of VAT, tax and e-Invoicing legislation and receives invoices from suppliers across 137 countries. To ensure unrivalled and rapid supplier enrolment, each new customer's suppliers are supported by an implementation services team responsible for getting them up and running on the OB10 network.

Customers include: Agilent Technologies, Amgen, Aviva, Barclays, BP, Cargill, Computacenter, Deutsche Lufthansa AG, DHL, Dr. Pepper, Dixons Retail Group, Eli Lilly & Company, Fisher Scientific, General Motors, GlaxoSmithKline, HP, IBM, Imperial College, Kellogg's, Kraft Foods, Logica, Mohawk Industries, Motorola, Pfizer, Sara Lee, Schneider Electric, Severn Trent Water, Shaw Industries, Steria, Tesco, Unilever, US Federal Government, Whirlpool and Xerox.

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About AlwaysOn

AlwaysOn is the leading business media brand networking the Global Silicon Valley. AlwaysOn helped ignite the social media revolution in early 2003 when it launched the AlwaysOn network. In 2004, it became the first media brand to socially network its online readers and event attendees. AlwaysOn's preeminent executive event series includes the Summit at Stanford, OnMedia, OnHollywood, Venture Summit Mid-Atlantic, OnDemand, Venture Summit Silicon Valley, Venture Summit East, GoingGreen Silicon Valley, and GoingGreen East. The AlwaysOn network and live event series continue to lead the industry by empowering its readers, event participants, sponsors, and advertisers like no other media brand.

