



Shealy Electrical Wholesalers, Inc. chooses epaCUBE to improve Product Data Quality and Optimize Gross Margin

DALLAS, Texas, Jan 6, 2010 – epaCUBE, an innovative provider of product management, data cleansing, pricing and margin management solutions announced that Shealy Electrical Wholesalers, Inc., headquartered in West Columbia, SC, has licensed their full suite of software.

“Market leaders like Shealy Electrical Wholesalers are always looking for ways to increase the value delivered to customers”, stated Randy Hughes, VP of Sales and Marketing at epaCUBE, “Shealy understands that product data is a strategic asset that is becoming as important as the products themselves.”

Shealy will combine the use of epaCUBE powerful pricing management toolset with their experience in successfully pricing products appropriately in order to insure profitable competitive positioning in their marketplace. Shealy will also leverage epaCUBE’s Product Data Quality solutions to clean and analyze product data on an on-going requirement for collaborating with all points of their supply chain.

“We chose epaCUBE’s suite because of their complete approach to the problem of cleansing and synchronizing product data internally across our own systems and externally with our trading partners,” said David White, Executive Vice President & COO. “Shealy is committed to leveraging product data to lower our costs, provide value to our customers, better market our supplier’s products, improve our pricing management and create a competitive advantage for our organization.

About Shealy Electrical Wholesalers, Inc.

Since our inception in 1945, Shealy Electrical Wholesalers has prided itself on delivering the highest quality and best value to their customers. This philosophy has helped Shealy grow into an industry leader providing a wide range of electrical components and solutions throughout the Southeast. Shealy provides products and services for industrial/OEM, contractor, automation, residential and utility markets throughout South & North Carolina and Georgia.

About epaCUBE, Inc.

epaCUBE was founded on the premise that “real dollars” could be reclaimed in the supply chain by solving the problems and overcoming the challenges associated with accurately optimizing “gross margin” over “continuously” cleansed and up-to-date product data. The Product Data Management and Gross Profit Optimization tools give a company the powerful ability to manage every aspect of its product mix, specifically and accurately target its customers and their consumers, and negotiate with suppliers from a position of strength based upon complete knowledge of its products. epaCUBE enables companies to easily manage product information across existing business processes and systems.

High performance companies thrive from this type of product knowledge, and epaCUBE’s goal is to make this level of product information available to the distribution market in a packaged, affordable solution.

For additional information, visit www.epaCUBE.com

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