



Connecting the world of energy...

ExoLink simplifies the complex challenges faced by energy companies as they coordinate business processes. These challenges are intensified by numerous disparate applications, trading partners, and industry data and communications standards. ExoLink's business process integration solution enables end-to-end coordination of an energy company's internal and external business processes and:

- ▶ integrates processes across systems,
- ▶ automates routine activities,
- ▶ manages all phases of process,
- ▶ coordinates processes seamlessly, and
- ▶ provides end-to-end visibility.

ExoLink combines industry, process, and demand chain management knowledge with unique ExoLink-developed technology to address the diverse operating challenges faced by companies in both the regulated and deregulated energy markets. ExoLink clients achieve greater operating efficiency, continuous process improvement, improved customer and partner servicing, and stronger financial performance.

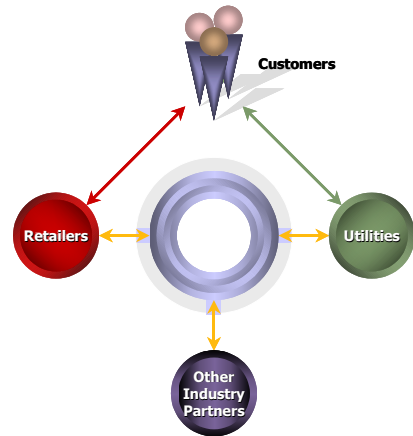
ExoLink, as the leading business process management company within the energy industry, exchanges information between energy service providers, affiliated retailers, utility distribution companies, and regulated utilities serving the competitive, deregulating, and regulated electric and gas industries. Processing over 4 million transactions monthly, ExoTran™ validates, translates, transports, and automates the exchange of customer enrollment, meter reading, invoice, and other critical data among market participants.

Unlike other solution alternatives, ExoLink uses a proven, powerful rules engine encompassing client-specific and market-specific business event process rules, transaction rules, process performance tools to guarantee compliance to market specifications and maximize the reliability of trading partner communication.

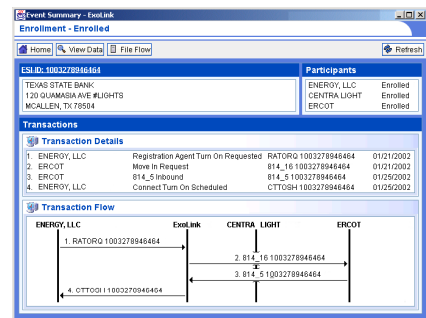
Major ExoLink clients such as AEP, Calpine, Direct Energy, Entergy, and NewPower are currently enjoying the benefits of:

- ▶ accelerated market entry,
- ▶ improved cash flow,
- ▶ reduced operating expense, and
- ▶ enhanced service quality to their customers.

ExoLink is the energy industry's only proven, "end-to-end" solution for rapid, reliable trading partner communication, and business process management.



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End-to-end view of information means you always know the status of key business events

401 E. Corporate Drive, Suite 101
Lewisville, Texas 75057 USA
 972.538.6700
<http://www.exolink.com>

Risk-averse companies choose ExoLink because...

Risk-averse companies choose ExoLink because they can't afford to make a mistake. Many companies pay for technology that, in the end, they never use and thus never benefit from. Or, the implementation falls so short of expectations that it is under-utilized or discarded.

In either case, it is a business failure because it means they missed an opportunity to improve relationships with their customers or partners.

ExoLink provides end-to-end coordination of an energy company's internal and external business process services. Services that our customers rely on day in and day out to earn the business of new customers, and keep their existing customers satisfied.

Cost-conscious companies choose ExoLink because...

Cost-conscious companies choose ExoLink because they look at the total cost of ownership for their solution. Companies that analyze the total cost of ownership of an enterprise class business process management solution pick ExoLink, for greater workforce productivity, streamlined interactions with trading partners, increased lifespan and functionality of existing systems, improved accuracy of energy scheduling and management, a greater overall operating efficiency and continuous process improvement. Most of our competitor's software costs about the same, but the difference in total deployment costs and subsequent maintenance and resource costs can be staggering.

Companies in a hurry choose ExoLink because...

Companies in a hurry choose ExoLink because, well, they are in a hurry — in a hurry to keep pace with the constantly changing face of the energy industry — in a hurry to get out in front of the competition.

Companies today don't have the luxury to be distracted and held back by implementations that take 6, 12, or 18 months. ExoLink's reduced implementation times allow our customers to take the time to enhance their customer service.

Technology-minded companies choose ExoLink because...

Technology-minded companies choose ExoLink because we are the pioneer of energy industry process integration solutions. ExoLink understands the energy transaction needs of organizations and uses the latest technologies to ensure ExoTran™ integrates seamlessly with both the client's environment and outside trading partners, and enables them to operate with maximum efficiency.

With ExoTran™ – a proprietary business process integration application – we believe our e-business vision has taken a quantum leap ahead of any competitor. ExoTran™ combines the best in data movement with business process workflow management, and reporting and analysis tools. It pulls all this together in one common interface so sales, marketing, customer support, and service people have a single interface for managing data flowing in to and out of their systems.

Without solutions that can manage business processes across systems and markets, energy companies must endure process integration challenges that erode efficiency and customer service, prevent the establishment of optimal operating procedures, escalate IT labor costs, and degrade the effectiveness of risk management efforts.