



Hubwoo and Bristlecone announce Strategic Global Alliance

Worldwide customers to have greater deployment model choice and increased sourcing and procurement value as a result of the alliance partnership

Paris & Mountain View – 05 October, 2010 – Hubwoo (Euronext: HBW.NX), the world's leading provider of Cloud Procurement solutions powered by SAP® software and Bristlecone, one of the industry's most experienced supply chain business advisors and solution providers, today announced the launch of a strategic global alliance. Together they deliver a complete Analyze-to-Pay solution powered by SAP®'s procurement software deployed in an on-premise, cloud, or mixed model.

Aimed at providing the SAP market a flexible and viable alternative to providers like Ariba, this partnership enables customers to select an optimized deployment model that best meets their requirements, helps optimize their supply management initiatives, drives efficiencies throughout their analyze-to-pay processes, and maximizes their return on investment.

Through this strategic alliance, Hubwoo and Bristlecone will continue their commitment to global and local market leadership and set a new level for providing solutions and services to their customers. Under the partnership, both companies will expand and complement their existing portfolio to provide a best-in-class solution powered by SAP software. In addition, both companies will double their global go-to-market and delivery reach.

"Hubwoo is pleased to go to market alongside Bristlecone, with the result of offering customers complete flexibility in global Analyze-to-Pay deployment models. Customers have distinct business and financial reasons to choose on-premise, hosted, or cloud models. This alliance allows us to offer our clients a fully integrated hybrid approach to achieve their global SAP strategies with immediate savings options," said Gregory A. Mark, Chairman and CEO of Hubwoo.

"Bristlecone is very excited to partner with Hubwoo to serve the procurement market globally. Quite simply, customers want a service provider that responds to their dynamic needs instead of forcing them to accept an inflexible model. This alliance addresses this specific issue by providing comprehensive global market coverage, optimizing joint service delivery, and providing flexible deployment models. Customers can pick from an on-premise, hosted or cloud subscription model from the one-stop shop created

through this best-in-class alliance.” said Ashok Santhanam, President and CEO of Bristlecone.

About Hubwoo

Hubwoo, (www.hubwoo.com) is the world’s leading provider of Cloud Procurement solutions within the SAP community. The Company manages a business-to-business community with over 150 major international corporations as its customers (including 50 in the Global 1000) and over 110,000 active suppliers. Significant customers include Honeywell, Shell, Evonik, EDF, Nokia, Michelin, Henkel, Statoil, Hershey’s, Consol Energy, EcoPetrol, Carl Zeiss, Burton’s Foods, The Dow Chemical Company, ENI, and Graham Packaging. The Company has international offices in Europe, Americas and Asia and is a strategic partner of SAP and IBM.

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About Bristlecone

Bristlecone, (www.bcone.com) is a leading consulting and systems integration firm focused on helping clients maximize the strategic value of their supply chains. Headquartered in Silicon Valley, CA, Bristlecone helps clients across North America, Europe and the Asia/Pacific regions realize high business impact from improved operations through advisory, systems implementation and managed services. In the area of Integrated Sourcing and Procurement, Bristlecone services address client needs for Data Cleansing, Normalization and Enrichment, Spend and Risk Analysis, Strategic Sourcing, Contract Lifecycle Management, Operational Procurement and Analytics. Bristlecone provides these services via traditional on-premise, hosted, Software as a Service (SaaS) and BPO models. Bristlecone has been continually acknowledged by industry analysts and customers as a leader in solutions for the extended supply chain. Significant Bristlecone clients include globally recognized companies such as Credit Suisse, Callaway Golf, Tellabs Inc, Steelcase, Newell Rubbermaid, Wells Fargo, ABB, Exxon/Mobil, Freescale Semiconductor, LSI, Mahindra & Mahindra, Qatar Petroleum, Petronas, Ranbaxy, Silicon Labs, Sony, Unilever and Whirlpool.

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