

FOR IMMEDIATE RELEASE

SeQent Announces Cooperative Marketing Agreement with DataRealm

(London, ON – July 21, 2009) - Industrial visualization systems firm SeQent (<http://www.SeQent.com>) has announced a joint marketing agreement with Manufacturing Business Intelligence (MBI) firm DataRealm (<http://www.datarealminc.com>) to promote its services to the manufacturing sector.

DataRealm provides systems integration, controls engineering and related application programming services to companies active in automotive and heavy equipment manufacturing. SeQent is a leader in the supply of marquee and paging software used in a variety of production facilities. Marquee systems, similar to small billboards, provide a range of production information to a plant floor.

DataRealm has developed a leadership position in MBI based on its ability to create internal plant data exchange systems in which a variety of once independent controllers and electronic devices are able to communicate with each other. The information gathered from these devices is used for engineering, maintenance, planning and continuous improvement projects.

According to Scott Burns, founder and CTO of SeQent, "The ability to provide a variety of information to the plant floor has become increasingly important with marquee systems a key factor of effective plant management."

Dave Fortin, founder and President of DataRealm adds that "increasingly manufacturers are seeking companies that can eliminate the borders that have limited information to flow freely throughout the plant floor for such uses as marquee systems. This also includes providing up-to-the minute information on plant operations."

The marketing agreement is designed to combine the unique skills of each company to increase the range of services that can be offered to clients.

About SeQent

SeQent is a leading provider of real-time automated condition monitoring, dispatch, and visual display management solutions that accelerate decision making, improves productivity

and quality - while increasing plant floor visibility. Utilizing the logic and business rules already set up in your PLC's or Data Collection and Reporting Systems -- SeQent sends real-time production, quality, maintenance information via a BlackBerrys®, cell phones, pagers, PDA's, LED & LCD displays.

SeQent supports customers including Georgia Pacific, Ford Motor Company, WS Packaging, Honda, Toyota, Heinz, Kellogg's, Intel and John Deere. The company is privately held and is headquartered in London, Ontario with U.S. operations in Michigan.

For further information, please visit <http://www.SeQent.com>

About DataRealm

DataRealm has developed engineering and application development skills in data-centric systems integration and controls engineering for some of the world's largest manufacturers. Its capabilities have facilitated its development of considerable expertise in Manufacturing Business Intelligence. Its DataRealm software unit is active in the development of software applications, such as Digital Warehouse a physical asset location, tracking and management system.

For further information, please visit <http://www.DataRealmInc.com>

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