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INFORMATION

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FOR IMMEDIATE RELEASE

Barcode Data Systems Changes Name to SPEDE Technologies

CLEVELAND (September, 2005) – After twenty-five years of successfully implementing technology solutions for plant floor control, and compliance with automotive and supply chain mandates, Westlake, Ohio-based Barcode Data Systems has undergone a re-branding process and is now operating under the name SPEDE Technologies.

The decision to change was made this year in reaction to advances in current technology.

“With the advances that have taken place recently, we feel that Barcode Data Systems doesn’t give customers a complete indication of all of the things we do as a company. SPEDE Technologies gives us more flexibility and is meant to imply that we are ahead of the curve when it comes to new products and capabilities,” comments Robert Bunsey, President of SPEDE Technologies.

The new company name and complete branding package were launched into the marketplace in September of this year and have been received enthusiastically by the marketplace.

“We are continually growing as a company, making the latest technologies and processes a part of what we provide. This re-branding has been an exciting part of our overall strategic growth plan,” finishes Bunsey.

Combining turnkey solutions and professional support services with a depth of manufacturing and systems experience unmatched in the industry, the SPEDE Technologies team has enabled firms throughout North America to operate more efficiently, compete more profitably, and improve the quality of customer service. Visit SPEDE Technologies online at www.spede.com.

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