



# PRESS RELEASE

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## PERFORMANCE WAREHOUSE ASSOCIATION

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**FOR IMMEDIATE RELEASE**

### **PWA LoadSheet.com Now Available to All PWA Members and Industry Reps**

PWA LoadSheetData.com, a joint initiative between the Performance Warehouse Association and DCi, is now enjoying implementation as the one-stop resource for performance and accessory parts load sheet information.

The PWA LoadSheetData.com service, which provides the data necessary to enter new products into purchasing systems throughout the distribution channels, is provided free online to PWA WD members and to authorized manufacturers' Reps.

Data for over 420,000 part numbers is initially provided by leading aftermarket manufacturers. PWA LoadSheetData.com, through DCi's PIES Data Farm, delivers up to 80 validated fields of data that can be viewed and downloaded in a format that can be used in any purchasing system. Examples of data fields include UPC codes, jobber prices, product weight, package height, width or depth, etc.

The PWA LoadSheetData.com service is unparalleled in its unique delivery of ZERO defect data that ensures end users of the quality of the information made available. The data fields are updated weekly through an automated synchronization process directly with the manufacturer.

Additionally, the PWA LoadSheetData.com service provides WDs with instant Factory StockChek capability. This allows users to check factory product availability, along with jobber price, UPS classification and weight, in order to close factory special orders sales without making phone calls to the manufacturer.

While inclusion in PWA LoadSheetData.com is an automatic upgrade for manufacturers that are DCi **ALL**-Channels database partners, the service is offered free to PWA WDs as a membership benefit. This free access to load sheet information now ensures WD members can make manufacturers' parts available sooner to their customers.

Manufacturers that are not DCi **ALL**-Channels database partners can participate by subscribing in a stand-alone service for a monthly fee. Industry Reps are also provided with free access to PWA LoadSheetData.com when authorized by the manufacturer.

Warehouse Distributors interested in PWA memberships should contact John Towle at PWA, 760-346-5647, [john@pwa-par.org](mailto:john@pwa-par.org). More information for Reps and Manufacturers is available at <http://PWA.LoadSheetData.com>.

# PWA LoadSheetData.com Expands Features

18,656,021 Part Number Attributes Have Been Viewed/Downloaded Since January 1.

40 Million Are Projected for 2007

40 Million. Let's translate what that really means.

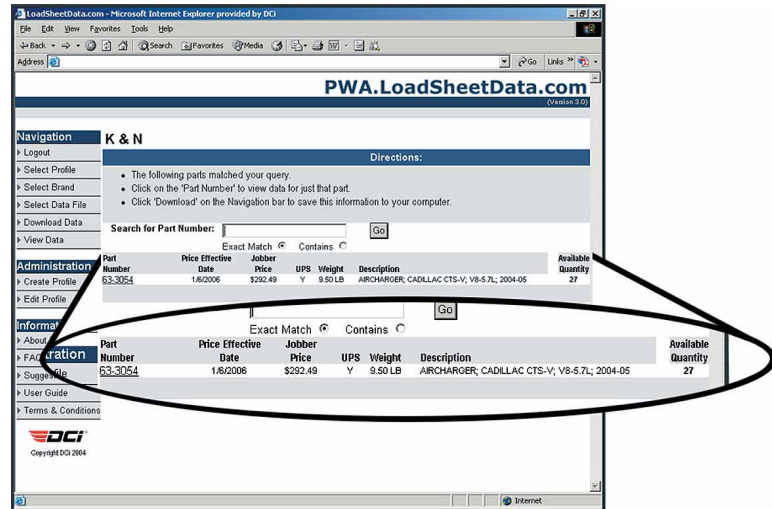
PWA LoadSheetData.com provides the key fields of data needed to complete new item load sheets – data required to help move products through the distribution channels. No load sheet information, no sales. Now when 40 MILLION part number attributes are viewed or downloaded and put to use, it means product can, and is, swiftly moving into your channel pipeline. And because the data is “Zero Defects” certified, it’s reliable and ready to use. And that’s good for every business in the distribution chain.

## Every PWA WD Has Free Access

Initially logins and passwords to this secure service were restricted to 33 WDs who participated in the research phase. Effective September 1, 2006, all 60 PWA WD member companies have been issued login and passwords.

| Select A Brand                |                         |           |            |           |
|-------------------------------|-------------------------|-----------|------------|-----------|
| Brand Name<br>(Click to View) | Validation Status       | Effective | Modified   | StockChek |
| ACCEL                         | Validated               | 10/1/2005 | 10/17/2005 | Live      |
| Airaid                        | Validated               | 1/1/2005  | 6/17/2005  | --        |
| Auto Meter                    | Validated               | 12/1/2004 | 9/19/2005  | --        |
| Auto Ventshade                | Validated               | 7/1/2005  | 10/19/2005 | --        |
| Autotecnica                   | Validated               | 11/1/2004 | 9/16/2005  | --        |
| B&M                           | Validated - ZERO DEFECT | 10/2/2005 | 10/26/2005 | --        |
| Centerforce                   |                         |           |            | --        |
| Competition Cams              | Validated - ZERO DEFECT | 10/2/2005 | 10/26/2005 | --        |
| Crane Cams                    |                         |           |            | --        |
| Dee Zee                       | Validated - ZERO DEFECT | 10/1/2005 | 10/21/2005 | Live      |
| Deflecta-Shield Acc           | Validated - ZERO DEFECT | 7/1/2005  | 10/20/2005 | --        |
| Deflecta-Shield Alum          | Validated - ZERO DEFECT | 7/1/2005  | 10/20/2005 | --        |
| Earle Plumbing                | Validated               | 12/1/2004 | 9/19/2005  | Live      |

Daily ZERO DEFECT validation reports pinpoint every error or missing part number attribute that can delay an opening order. At a glance, this screen shows the status. All participating manufacturers have access restricted to their products only.



While PWA LoadSheet Data.com provides WDs with instant access to load sheet data, the service is now a One-Stop-Resource that also allows PWA WDs to check on factory inventory status.

## Now with Factory StockChek

PWA LoadSheetData.com has been enhanced by the addition of Factory StockChek. This has now made the service a “one stop resource” by streamlining the placement of factory special orders. The result... nearly 70% of the usage has been to view the key part number attributes needed to complete a factory special order for a non-stocked item. *Everything you need with one click of the mouse.*

Everyone wins. WDs increase incremental sales, gain a competitive advantage and improve customer service to their retail store customers while at the same time reduce costs. Manufacturers eliminate incoming stock check phone calls which means their staff can be more productive with important proactive sales.

## Free to ALL-Channels Partners

The best part... for DCi's **ALL-Channels** Partner manufacturers, having your Factory StockChek inventory status in PWA LoadSheetData is FREE. Other manufacturers who want to be included in PWA LoadSheetData as a “stand alone service” can participate for a low annual service fee.

Media can access electronic press release files at <http://pwa.loadsheetdata.com>. See home page for link to PRESS MATERIALS.