

Benchmark Performance Group, Inc. Awards Industrial Evolution Remote Inventory Monitoring Contract

*Web*VMI™ Service Enables Benchmark to Guarantee Supply to its Customers' Sites*

PHOENIX, ARIZONA, April 7, 2008 — Industrial Evolution today announced that it has been selected to provide remote inventory monitoring services to Benchmark Performance Group, Inc., ("Benchmark") the world's leading developer and supplier of specialty chemicals for the oil well pressure pumping services industry.

"In the oil business, lost production is extremely expensive, especially with global supplies under pressure and prices so high," remarked Gene Sullivan, Director of Inventory Management at Industrial Evolution. "Using Web*VMI, Benchmark will be able to see inventory levels of products supplied to their customers' remote sites in real-time, and manage logistics to ensure just-in-time delivery of replenishment stocks. The first customers of Benchmark that will be included in the Web*VMI program are Schlumberger, BJ Services and Halliburton, all of whom are providing critical products and services to oil producers"

"In the past 3 years, our Web*VMI service business has grown substantially, reflecting the continued adoption of collaborative business practices among chemical producers. We are proud to have become the supplier of choice for almost all the world's top tier chemical companies through a driving passion for service excellence," added Simon Wright, CEO of Industrial Evolution. "We are delighted to be working with Benchmark on this project, and to have them select us to support such an important business strategy."

For more information contact your local Industrial Evolution representative.

About Industrial Evolution

Industrial Evolution specializes in Data Services that capture, store, transform, exchange and present real-time process data. Large process companies are increasingly forming collaborative partnerships with their suppliers, customers and even competitors, focused on improvement in operating performance, reduction of inventory, increase in supply chain efficiency and optimization of logistics. Our service are tailored to the non-operating partner's need for real-time data from an operation in which it has an economic interest

Industrial Evolution is headquartered in Phoenix, Arizona, and also has operations in Edmonton, Alberta Canada. Additional information is available on the Internet at www.industrialevolution.com or call Simon Wright on +1 (602) 867-0416.

About Benchmark Performance Group

Founded in 1981, as "Chemical Blending Services, Inc.", Benchmark has grown from a one-employee, dry chemicals blending company in Odessa, Texas into the world's leading developer and supplier of specialty chemicals for the oil well pressure pumping services industry. Today the Company has a reputation as an innovator in both product development and product delivery.

Technological innovation and commitment to customer service and confidentiality have always been their focus and strengths. The Company currently holds over 35 process and application patents (with others pending) and has developed the unique, value-added SlurryService® and SlurryWatch® systems for delivering consistently high quality polymer slurries to the far-flung domestic field operations centers of the world's leading oilfield service companies.

Commitment to customers and the markets served starts at the top, with executive management Benchmark's main offices in Houston, Texas. It continues throughout the organization's product development, technical support, sales and manufacturing personnel. Through its extensive team of dedicated employees, Benchmark can bring to bear on its customers' unique product and chemical services needs over 250 years of experience in oilfield and specialty chemicals sales and service.