

Industrial Evolution Announces the Establishment of a Data Center Hub in Aberdeen, Scotland

Business Alliance Formed with Aquidata Excel, Ltd.

PHOENIX, ARIZONA, November 12, 2008 — Industrial Evolution is pleased to announce today that it has opened a data center hub in Aberdeen Scotland. The hub will provide local connectivity for real-time data sharing in Europe, and is focused in particular on oil and gas Well*Share™ customers operating in the North Sea.

The first customers to use the hub will be Hess Corporation, Shell Exploration & Production and Petro-Canada, who will use it to exchange real-time production data from the Triton FPSO located offshore in the North Sea. The service that will be provided is Well*Share, a web-based service that enables sharing of real-time production data among oil and gas collaborative partners. Well*Share users can account for all production (operated and allocated), reconcile nominations vs actuals in real-time, and save on operating costs.

“3 of our largest customers collaborate on projects in the North Sea and requested an extension of our Well*Share service” noted Simon Wright, CEO of Industrial Evolution. “In order to give them local support, we decided to build an extension to our Edmonton, Canada, data center in Aberdeen. The Aberdeen Hub means that our European customers can now connect to our worldwide systems infrastructure in Aberdeen, rather than Edmonton, giving them lower latency on communications and a local support capability in local time zones.”

To house and support the hub, Industrial Evolution formed a Business Alliance with Aquidata Excel, Ltd., an information technology company supplying the oil and gas industry in Aberdeen. “We are delighted to form this alliance with Aquidata Excel,” added Mr. Wright. “They have a strong reputation and come highly recommended by our existing customers.. We look forward to doing more business with Aquidata Excel in the future”.

Mr. Robert Ferguson, Managing Director of Aquidata Excel, added: “We are pleased to be working with Industrial Evolution on this and future projects. Well*Share is a service that is needed by the oil and gas industry in the North Sea, and we are delighted to be able to offer it to our customers in Aberdeen.”

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 Aquidata Excel

Aquidata Excel is a world-class business that delivers innovative information technology solutions to industry. Acquisition and delivery of timely, relevant and accurate information wherever it is needed, anywhere in the world is their business. Their systems enable innovators to "work smarter" by revealing what has been produced, product quality, the costs and process constraints.

Aquidata Excel prides itself in having built up a formidable reputation for quality solutions and follow up support for delivered systems within the Oil & Gas sector.

For more information visit Aquidata Excel's web site at www.aqxlg.com.