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FOR IMMEDIATE RELEASE

Second Annual SAP-Centric EAM Conference in San Antonio Expected to Build on the Successful Community Created in Tucson Last Year

February 21, 2006 (News Release) Every major asset-intensive industry is striving for greater efficiency, but when management and maintenance professionals gather at the second-annual SAP-Centric EAM Conference in San Antonio, April 2-5, the spirit will be more cooperative than competitive. That's because the event, produced by Eventure Events, promises to build upon the strong community created at last year's inaugural meeting in Tucson. At that time, more than 300 attendees gathered at North America's first and only SAP-EAM (PM)-focused conference, and realized that tremendous synergies — and lasting business partnerships — could be formed in such an environment.

This year's conference will focus everyone's attention on maximizing return on enterprise assets. Attendees will represent every major asset-intensive industry, from mining, petroleum, chemicals, and utilities, to pharmaceuticals and government.

The SAP-Centric EAM Conference offers a comprehensive two-day program of four tracks of presenters each day, giving attendees many choices, as well as unusual breadth and depth of content. Speakers in three of four topic "tracks" will be professionals who are directly involved in the Enterprise Asset Management initiatives at their companies. Their presentations will focus on solving common problems, and contain practical and useful tips. A separate "vendor track" will bring together a wide variety of technology and solution providers, as well as subject-matter experts, for attendees who are seeking commercial solutions and information. Because there is so much information to absorb — and sessions are coded according to beginner, intermediate, and expert — many companies will send three or more delegates, all of whom are involved in different aspects of asset management, maintenance and reliability.

According to Steven Sinkoff, managing director of Eventure Events, last year's first SAP-Centric EAM Conference proved that asset management professionals were enthusiastic to finally have an event that addressed their needs directly. "There was such hunger for information that we created a model that truly has many things for many people. But it's a tremendously social group too, so they were so grateful for the sense of community we were able to create."

After last year's conference, Sinkoff organized focus groups in four cities to learn from attendees how the SAP-Centric EAM Conference could be improved. The vendor track and other small adjustments were the result of those meetings. Also based on customer feedback, he plans to expand Eventure's offerings with other SAP-related user conferences in the future.

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Peter Goebbels, vice president in charge of the SAP business unit Service and Asset Management, said, "Eventure Events has done an excellent job of bringing the North American SAP EAM community together to showcase case studies on SAP-Centric EAM excellence as well as new product and technology developments. The SAP-Centric EAM conference is the perfect place to connect with customers and partners, to share ideas, and provide thought leadership and vision for the future."

Content-rich two-day schedule

The 2006 conference will begin on Monday, April 3, with keynote addresses by Matthias Wobbe, SAP AG solution manager for SAP solutions for EAM; Mike Harding vice president, operations, for Anheuser-Busch Companies; Kahn Ellis, partner, Vesta Partners; and special guest speaker Fred Delahunty, with ABB Tasman, NZ. Tuesday's keynote speakers will be Mark Haarman, managing director of Mainnovation; and Terry Wireman, industry analyst and editorial director with Maintenance Technology magazine.

Individual sessions will be hosted by speakers from companies including Pacific Gas & Electric Company, Dominion Resources, Coors Brewing Company, Reliant Energy, International Paper, SaskPower, Kraft Foods, Mercedes-Benz USA, and SAP AG. Speakers will focus on areas such as business intelligence, maintenance portals, plant data management, time management, outage and shutdown planning, fleet management, scheduling, and mobile solutions. Mobile solutions will receive additional attention at the SAP-Centric Mobile Pavilion, sponsored by Symbol Technologies and other technology solution providers. Participants in the vendor track will include NRX Global Corp., Synactive, New Dimension Solutions, OSIssoft, Meridium and others.

There will also be seven workshops on Wednesday, April 5, that are optional and separately bookable. Topics include: "Dissecting BW for EAM," "Document Management," "Interfacing Technologies," "Planning and Scheduling," "Maintenance Plans," "Operations Task Management," and "Developing Performance Indications for Maintenance/Asset Management."

To register for SAP-Centric EAM 2006, April 2-5, at the Hyatt Regency Hill Country Resort, San Antonio, visit www.sap-centric-eam.com or call 877-411-4675.

SAP-Centric EAM is hosted by Eventure Events, based in Cazenovia, NY. For more on the company, visit www.eventureevents.com.

To learn more visit www.sap-centric-eam.com

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