

For Immediate Release –

**Acumence to Drive Growth in High-Volume Manufacturing
With Support of Marketing Partnerships**

Acumence outsources marketing strategy and execution to Gerard Design and Outlook Marketing Services; management to focus on customers and growth

Chicago – July 11, 2006 – Acumence Incorporated, a leading provider of manufacturing intelligence solutions, recently announced that the firm has selected Outlook Marketing Services, Inc. to execute its integrated marketing communications and media relations program, and Gerard Design to provide web site and other communications design services.

David Brochu, Acumence Executive Vice President, notes that the new marketing partnerships are needed to handle the growing visibility and interest in the company. "From the company's founding in 1997 to the present time, word-of-mouth referrals kept us very busy. We spent all of our time servicing customers and enhancing our core Manufacturing Business Intelligence solution. Manufacturers are increasingly looking for solutions to improve efficiency and performance, and we felt that Outlook Marketing and Gerard Design were uniquely positioned to help us respond to that interest and tell our story."

Gerard Design (www.gerarddesign.com) of Warrenville, Illinois, is a full-service communications design firm specializing in the creation of marketing and corporate communications, print advertising, Web and multimedia design, branding, corporate identity, promotional campaigns and trade show graphics.

"We are excited to be part of the Acumence team," says Carolyn Gerard, founding partner of Gerard Design. "Our focus is on adding value to Acumence's already strong brand through the development and implementation of an integrated marketing and brand communications program."

Outlook Marketing Services (www.outlookmarketingsrv.com) of Chicago and Buffalo Grove, Illinois creates and executes focused, results-oriented public relations, strategic messaging, and integrated marketing/communications programs designed to align with clients' business objectives, reduce the cost of sales, generate revenue, and increase awareness in target markets. Outlook services customers in the information technology, life sciences and B2B/industrial markets.

"Outlook Marketing delivers marketing strategies, programs and execution that help our clients reach target markets and achieve their financial goals," adds Christa Carroll, Vice President, Outlook Marketing Services. "We recognize the value Acumence can bring to manufacturers, and we want to ensure that Acumence is top-of-mind for companies seeking a trusted partner in implementing manufacturing business intelligence solutions."

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About Acumence

Headquartered in Chicago, Acumence (www.acumence.com) develops and implements business intelligence solutions for monitoring and analyzing high-volume manufacturing processes, leading to higher productivity and efficiency. The Acumence Manufacturing Business Intelligence Solution is used by clients in 11 countries, supports 13 different languages, and is the leading enterprise operations monitoring solution in the beverage can industry. The software is ideal for high-volume manufacturing and packaging operations.

For more information:

David Brochu
Acumence Inc.
Tel: 773.477.7299
Email: dbrochu@acumence.com
Or
Christa Carroll
OUTLOOK Marketing Services
Tel: 630.922.6995
Email: christa@outlookmarketingsrv.com