

**SEEBURGER integrates OSRAM Opto Semiconductors with
Worldwide Partners**

ATLANTA (March 30, 2004) – SEEBURGER, the only B2B solution provider for complete partner integration, today announced that OSRAM Opto Semiconductors has implemented SEEBURGER's Business Integration Suite as the company's standard for EDI. The SEEBURGER Business Integration Suite provides a central software platform to integrate all business processes from the inside out. Automotive OEMs, Suppliers, 3rd Party Logistic providers and others are now connected with OSRAM using SEEBURGER's integration solution.

OSRAM is the worldwide lighting expert specializing in Light Emitting Diodes (LED) and is part of a complex, international communication network. With an average of 3,500 electronic data interchange (EDI) transactions each month, OSRAM could not afford to limit or delay operations during an implementation. "We found our company in the position of needing a new EDI solution which could be implemented very quickly and was tightly integrated with SAP," said Jim Norris, director of IT, OSRAM Opto Semiconductors, Inc. "We receive 80 percent of our business over EDI, and it is critical to our business operations."

After an exhaustive search and detailed evaluation, OSRAM Opto Semiconductors selected SEEBURGER technology to meet their tight deadlines and just-in-time shipping requirements.

"Our ability to deliver both comprehensive technology and consultants with deep industry and integration knowledge led OSRAM to choose SEEBURGER's Business Integration Suite," explained Scott Lewin, President of SEEBURGER, Inc. "With 18 years of experience in supply chain integration and expertise gained in more than 6,000 installations worldwide, we could guarantee a fast and successful implementation."

Norris said that technical requirements and product usability were key to choosing SEEBURGER for B2B integration. "The ease of use and intuitive nature of the mapping designer combined with the very tight integration with SAP impressed us the most, as we had over 75 mappings to create in a very short timeframe," he stated. "We were able to get all of our customers and all of their transactions converted and tested well before our deadline. SEEBURGER exceeded our expectations on the project, and has made our vision of one worldwide EDI solution a reality," Norris confirmed.

About SEEBURGER

SEEBURGER is a leading provider of global business integration solutions designed to optimize transactions throughout the extended enterprise by automating trading relationships with all partners regardless of their size and technical resources. Launched in 1986 to provide integration solutions to the automotive industry in Germany, the company today serves more than 6,500 customers in 35 countries and more than 15 industries through its flagship Business Integration Suite (BIS) and related products and services. SEEBURGER has global offices in Europe, Asia Pacific and North America, including a U.S. office that has attracted blue-chip clients ranging from Hyundai to Whirlpool, Chevron Phillips Chemical, Sega of America, Bosch-Siemens, Sunny Delight Beverage Company, C&H Sugar and Goodyear since it opened in 1998. For more information, visit www.SEEBURGER.com