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**SILVER CREEK SYSTEMS' ENTERPRISE DATA USABILITY SOLUTION
SELECTED BY AVNET ELECTRONICS MARKETING**

*Innovative New Technology Improves Quote Process for
Leading Global Electronics Distributor*

LOUISVILLE, Colo. — May 25, 2005 – Silver Creek Systems, a provider of enterprise data usability solutions, has been selected by Avnet Electronics Marketing Americas, a leading global distributor of electronic components, to improve the business' quotation process using Silver Creek's DataLens™ System.

Although most data integration tools can move data between systems, the Silver Creek DataLens System automates human subject matter expertise to ensure the data usability and integration between systems. For a distributor such as Avnet Electronics Marketing, data usability is critical. From maintaining a multi-million item product list from nearly 200 suppliers, to responding to sales inquiries from thousands of customers Avnet Electronics Marketing must make sense of huge volumes of disparate data from a variety of sources in order to run its business.

“The issue of incompatible data is one our industry has been struggling with for years,” said Pat Wastal, senior vice president of Avnet's interconnect, passive and electromechanical (IP&E) product group. “Working with Silver Creek Systems, we believe we can significantly improve the completeness and timeliness of our customer interactions – resulting not only in our ability to quote millions of dollars more business each month, but also improving customer satisfaction.”

Incompatible data impacts all business systems – from supply-chain integration to business intelligence to how a customer call is handled. Silver Creek Systems uses breakthrough Data Refraction™ technology in its DataLens System to help companies like Avnet Electronics Marketing deliver usable data on demand from disparate systems, making enterprise-wide data integration a reality – even for complex and variable data such as product information.

“Our suppliers and customers give us product data in a wide variety of formats and standards,” said Bob Pischke, vice president of enterprise applications at Avnet. “We



need to understand inconsistent and incompatible data from literally thousands of sources, which can be difficult and time-consuming. We looked at a variety of technologies to help improve our processes and determined that Silver Creek Systems' product would help us more effectively meet the needs of our customers and suppliers.”

“We are proud to be associated with a visionary organization like Avnet Electronics Marketing and working on an issue that can have a significant impact on its business,” said Barbara Mowry, chief executive officer of Silver Creek Systems. “Avnet Electronics Marketing is at the forefront of companies who are working to not only connect their data, but actually make it usable across all aspects of their business.”

About Silver Creek Systems

Silver Creek Systems, based in Louisville, Colo., is a leading enterprise data usability solutions provider. Based on Data Refraction™ technology, the DataLens™ System from Silver Creek Systems resolves data incompatibility and delivers usable data for connecting the enterprise. From data standardization to item matching, attribute extraction to categorization and language translation, the DataLens™ System delivers a breakthrough in data usability to help improve business performance. For more information visit www.silvercreeksystems.com

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