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McJunkin Corporation Looks to Silver Creek Systems to Improve the Quality and Consistency of Product Information

DataLens™ System improves data quality and usability, enabling faster, more accurate and complete service for customers

CHARLESTON, W. Va. and LOUISVILLE, Colo. – January 31, 2006 – McJunkin Corporation, a leading industrial distributor, today announced that it has selected Silver Creek Systems, a provider of enterprise data usability solutions, to improve its product data quality and usability, enabling faster, more accurate and complete service for McJunkin customers across many industries.

“Inconsistent and incomplete product information has been a problem for distributors for as long as we have been in business. As a result, we have always invested heavily to scrub and cleanse our data, but with almost 500,000 constantly changing items we needed a better way,” said James Underhill, senior vice president of accounting and information systems for McJunkin Corp. “Rich product information is becoming a differentiator for us. It allows us to offer value-added services to our customers and also drive internal operational efficiencies.”

McJunkin has selected the DataLens™ System from Silver Creek Systems to improve the quality and consistency of their product data. The DataLens System uses patented semantic technology to understand complex product data and restructure it for improved usability, allowing delivery of product information on-demand, anywhere inside or outside the enterprise.

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“With Silver Creek’s DataLens System we are looking forward to rapidly improving the consistency and usability of our data and with it our ability to meet customer needs in innovative new ways,” continued Underhill.

Silver Creek Systems’ solution will allow McJunkin to enhance and enrich its Corporate Item Master with more complete descriptions and product details for search and usability. In addition, McJunkin can import and standardize new product information more quickly, whether from new suppliers or from M&A activity. This enhanced data quality will be especially valuable in improving the speed and accuracy of customer quotations.

“We compete on our ability to absorb and manage information from many sources better than our competition. The more complete our product information, the better customer service we can provide,” said Rory Isaac, senior vice president of national accounts for McJunkin Corp.

“Distributors are not only part of the physical supply chain, but also the information supply chain. Leading distributors recognize this and are investing in their ability to better manage product information to generate additional revenues, operational efficiencies and customer service,” said Barbara Mowry, president and CEO of Silver Creek Systems. “We are delighted to be working with McJunkin to help add value to their information supply chain and to build and maintain their competitive advantage.”

About McJunkin Corporation

Founded to supply the oil and gas industry over eight decades ago, McJunkin Corporation is a privately held distributor headquartered in Charleston, W. Va. and has grown to become the nation’s leading supplier of industrial piping products and integrated services, with sales exceeding \$1.4B. McJunkin supports its products with an array of value-added services and expertise in project and on-site storeroom management, integrated supply, product quality verification, specialty products and technical support, remote valve

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automation, and valve servicing. McJunkin currently serves major industries including: Chemical & Petrochemical, Refining, Gas Distribution and Gas Transmission, Oil and Gas E&P, Power Generation, Steel Manufacturing, Pulp & Paper, Mining, Food and Beverage Processing, Pharmaceutical, and Construction. For more information visit www.mcjunkin.com.

About Silver Creek Systems

Silver Creek Systems, based in Louisville, Colo., is a leading provider of enterprise data usability solutions. 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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