



FOR IMMEDIATE RELEASE

Fastenal to Improve Customer Service, Expand Globally with ActiveVOS

New SOA applications created with visual orchestration system key to international growth

Waltham, MA, October 7, 2008 – Active Endpoints, Inc. (www.activevos.com), the inventor of visual orchestration systems (VOS), today announced that the Fastenal Company (NASDAQ: FAST) has successfully deployed ActiveVOS™ in multiple sales applications, empowering their direct sales team to respond more quickly than before to partner, inventory and pricing changes. Fastenal, based in Winona, MN, is the largest fastener distributor in the nation, as well as the fastest growing full-line industrial distributor. Fastenal operates 12 distribution centers, a fleet of 275 company-owned semi trucks and over 2,100 stores. Applications created with ActiveVOS's [SOA](#)-based business process management and orchestration system enable salespeople to access inventory information in real-time; process sales transactions; and track orders and report information for the outlet stores.

“Our direct sales team was not getting the critical information they needed to service our customers in real-time. They were relying on inventory and pricing information that could be outdated by a few hours and which was widely distributed across our partner community,” said Michael Loos, team lead, e-Business Integration Team, Fastenal. “Using ActiveVOS, we are able to aggregate information and efficiently convey it as needed to users, including to their mobile devices in near real-time, enabling our sales team to provide a higher degree of customer satisfaction. This is even more important as Fastenal expands globally, vastly increasing our network of both customers and partners.”

ActiveVOS is the first [standards-based](#) development and deployment system that permits enterprises and developers to automate [business processes](#), collaborate across IT and business boundaries, control the overall state of the business and adapt rapidly and easily to change. This affordable, all-in-one system delivers everything companies need to create modern services-based applications without the cost and complexity associated with traditional “stack vendors.”

“We are pleased that Fastenal selected Active Endpoints to develop their SOA-based applications,” said Eric Egertson, vice president of sales, Active Endpoints. “Updating core business processes like sales and inventory management is much faster and more cost-effective because of ActiveVOS’s rigorous adherence to standards, ease of implementation and breakthrough pricing.”

About Active Endpoints, Inc.

Active Endpoints (www.activevos.com) is the inventor of visual orchestration systems. VOS



empowers line of business project teams to create applications using services and industry standards, making their businesses more agile and effective. Active Endpoints' ActiveVOS promotes mass adoption of SOA-enabled applications by focusing on accelerating project delivery time with a standards-based, easy to use system. Active Endpoints is headquartered in Waltham, MA with development facilities in Shelton, CT.

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