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Press Release

J.D. Power Automotive Forecasting Forms Strategic Alliance with Campfire Interactive, Inc.

TROY, Mich.: 26 July 2006 —J.D. Power and Associates announced today the formation of a strategic alliance involving its automotive forecasting division and Campfire Interactive, Inc.

The relationship is designed to leverage J.D. Power and Associates Automotive Forecasting data into Campfire's comprehensive software solution to transform forecast data into immediate, actionable information for automotive suppliers. The alliance streamlines supplier business decision activity by increasing efficiency and accuracy of the process, down to every characteristic of each automotive part, in one manageable system.

"This alliance with Campfire Interactive will redefine automotive forecasting by creating a powerful solution for our clients and the industry to extract, analyze and report valuable information from our robust forecast data set," said Jeff Schuster, executive director of global automotive forecasting at J.D. Power and Associates. "This relationship will further position J.D. Power and Associates as the premier automotive forecaster and facilitate the aggressive expansion of our global client base."

"Campfire's Product Life Cycle Management (PLM) software is a user-friendly, proven and cost-effective product development platform," said Vijay Gummadi, vice president of business development for Campfire Interactive, Inc. "This agreement with J.D. Power and Associates will enable us to further solidify our worldwide offerings of turnkey software and services solutions for managing product development processes all the way from opportunity analysis and management through cost estimation, revenue forecasting, program launch and execution and engineering change management."

"We are excited about this agreement and the opportunity ahead of us to broaden our customer base," said Pradeep Seneviratne, president of Campfire Interactive, Inc.

The software in this alliance includes all Campfire PLM modules, with specific emphasis on Opportunity Management and Revenue Forecasting. The solution will serve as a business-decision enabler by providing the capability to define, classify and track business opportunities. Information on short- and long-term potential opportunities, quotes and revenue forecasts will be available in real time. With J.D. Power Automotive Forecasting data now an integrated part of the Campfire modules, this holistic solution spans sales and marketing, purchasing, engineering, program management, and finance functions in the automotive supply base.

About Campfire Interactive, Inc

Based in Ann Arbor, Mich., Campfire Interactive, Inc. (www.cfi2.com) provides high-quality, Web-based PLM software and services to the automotive, consumer, machinery, aerospace, defense, IT and engineering services industries. Campfire Interactive's software solutions that are targeted toward pre-production business processes that span the range of opportunity management, sales forecasting, cost estimation, quoting, program management and launch execution, engineering change management, quality management, and design collaboration. Campfire's software solutions have enabled companies of all sizes to streamline their pre-production business processes, improve their operational efficiencies and accelerate growth. Campfire's template-based, modular

product suite is unmatched in the PLM space for its rich set of functionality, speed of deployment, ease of use and low total cost of ownership.

About J.D. Power and Associates

Headquartered in Westlake Village, Calif., J.D. Power and Associates is an ISO 9001-registered global marketing information services firm operating in key business sectors including market research, forecasting, consulting, training and customer satisfaction. The firm's quality and satisfaction measurements are based on responses from millions of consumers annually. J.D. Power and Associates is a business unit of The McGraw-Hill Companies.

With staff and affiliates based around the world, J.D. Power Automotive Forecasting is composed of market-leading statisticians, economists and analytical experts in the automotive industry who monitor and predict global vehicle sales, production and engine/transmission demand of light and heavy commercial vehicles. Additional information is available at www.jdpowerforecasting.com.

About The McGraw-Hill Companies

Founded in 1888, The McGraw-Hill Companies is a leading global information services provider meeting worldwide needs in the financial services, education and business information markets through leading brands such as Standard & Poor's, McGraw-Hill Education, BusinessWeek and J.D. Power and Associates. The Corporation has more than 290 offices in 38 countries. Sales in 2005 were \$6.0 billion. Additional information is available at <http://www.mcgraw-hill.com>.

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