



FireStream's Customer Count Tops 450 With Latest Acquisition

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**-FireStream President
Glenn Turner**

ST. LOUIS - Oct. 24, 2006 —FireStream WorldWide Inc., today announced its acquisition of the well-known Equipment Tracker software from Meridian Associates, Inc., for an undisclosed amount.

The Equipment Tracker acquisition brings FireStream's customer count to more than 450 and marks FireStream's third accretive acquisition this year. As a result, FireStream's 2007 revenues are expected to reach \$6 - \$7 million.

The Equipment Tracker product holds significant value for lubricant and petroleum distributors. Besides managing loaned equipment and associated maintenance agreements and warranties, the software helps marketers track whether their customers are meeting volume commitments and whether they should be loaning or leasing their equipment.

"The typical return on investment for customers that fully implement Equipment Tracker is less than 90 days," said FireStream President Glenn Turner.

"Meridian has an excellent reputation, and servicing the current Equipment Tracker customer base is as important to us as gaining new customers," Turner continued. "We already have begun working with customers to understand what new features and enhancements are needed."

Meridian President Betsi Bixby said, "We see incredible expansion opportunities for this product in the hands of a pure technology company. We chose Firestream Worldwide over other companies for their innovation within the industry. In an age where over-selling and over-promising has become the norm for software companies, Firestream has differentiated itself with honesty."

Meridian Associates, Inc., based in Weatherford, Texas, is the nation's leading resource for cash and profit-producing solutions for today's challenging petroleum environment. Working with more than 2500 successful petroleum jobbers, Meridian provides high ROI workshops, instant access to practical high-impact tactics and strategies through their new www.PetroAnswers.com web-based information site, accurate business valuations, confidential brokerage services and CashTracker® software.

St. Louis-based FireStream delivers quality automation solutions for elite lubricant and petroleum jobbers and high-end retailers. With a focus on profitability and efficiency, the company's products include tank wagon and transport delivery automation, retail price book, back office accounting, cardlock billing and degree day order management.

For more information contact FireStream WorldWide, Inc., 12935 N. Outer Forty Rd., Suite 200; St. Louis, MO 63141; (314) 434-4601; or visit www.firestreamww.com.