



FireStream WorldWide and ORTEC Partner To Deliver Optimized End-to-End Solutions

New partnership has already secured their first joint customer on the West Coast

The integration of ORTEC's Petroleum Optimization suite with FireStream's Ascend back-office and Symbology in-cab solutions provides the foundation for full visibility, efficiency and profit optimization throughout downstream petroleum operations.

ATLANTA, GA – August 24, 2007 – ORTEC and FireStream WorldWide announced that the companies are leveraging their products and sales channels to jointly offer an end-to-end solution for transportation optimization with product best buy, back-office software, and in-cab technology for the downstream petroleum market. The integration of ORTEC's Petroleum Optimization Suite with FireStream's Ascend back-office and Symbology in-cab solutions, provides the foundation for full visibility, efficiency and profit optimization throughout downstream petroleum operations.

"ORTEC is committed to expanding our presence in the US petroleum marketplace leveraging our global customers like BP, SHELL, Texaco, Air Liquide, BASF, and ExxonMobil," said Andy Berry, VP Industry Operations at ORTEC. "FireStream WorldWide provides us the ability to offer companies one solution that covers their end-to-end requirements. We are already seeing the benefits of working together with our first joint customer success on the West Coast."

"Margin sensitivity is a constant in downstream petroleum. Proper transportation and delivery planning is the difference between making money and losing money in many cases. Our relationship with ORTEC advances our ongoing strategy to provide our customers with tools to ensure that they are not only efficient in the back office, but also in their operational processes," said Glenn Turner, President of FireStream WorldWide.

The joint ORTEC/FireStream WorldWide Offering includes:

Ascend – Back-office and Accounting software system designed for the specific financial and business process needs of petroleum marketers.

BOSS - Strategic Planning tool used to design and optimize logistics networks.

Equipment Tracker – Asset Management system that helps companies manage the financial and physical details of their leased and loaned equipment.

ORION - Forecasting and Order Generation for bulk fuel or lubricants as well as package lubricants based on historical usage and delivery data.

Symbology – Mobile Petroleum Product Delivery system reduces the costs and inefficiencies associated with the delivery process.

TankPlanner/LoadPlanner – Loading and Route Optimization solution designed to generate both static and dynamic, cost efficient transportation schedules for tank or bulk operations. Also optimizes loading of packaged goods.



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About ORTEC

Founded in 1981, ORTEC provides optimization-based decision support software and consulting services for fleet routing, vehicle and pallet loading, network planning, workforce scheduling and order generation. The company has more than 800 customers worldwide including Coca-Cola Enterprises, BP, SHELL, RKA Petroleum, and Basic Chemical Solutions, and has more than 600 employees located in North America and Europe.

Find out more online at www.ortec.com.

About FireStream WorldWide

FireStream WorldWide, Inc., based in St. Louis, Missouri, is a global company that helps clients gain a competitive advantage and achieve growth, efficiency and profitability through technology. FireStream serves over 450 customers in the downstream petroleum market with a unique suite of solutions directed to wholesale, retail and transportation.

Find out more online at www.firestreamww.com.