



## ***Simon Holdings Chooses FireStream/TelaPoint Automation Solution***

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-Sam Simon,  
Simon Holdings

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ST. LOUIS, MO, and LOUISVILLE, KY - Jan. 25, 2005 - FireStream WorldWide, Inc., and TelaPoint, Inc., announced today that Simon Holdings, the largest marketer of wholesale fuels in Southeastern Michigan, has chosen to implement an integrated fuel management and accounting solution. This integrated solution combines FireStream’s Ascend back-office platform with TelaPoint’s TelaFuel Internet petroleum supply chain software.

“Implementing the software solutions provided by FireStream and TelaPoint supports our strategic vision for the growth of our company, built on a solid foundation of highly efficient business processes,” said Sam Simon, owner of Simon Holdings. “Given the rigorous evaluation and selection process we have undertaken, I am confident our partnership with FireStream and TelaPoint will yield the business results we expect.”

Simon Holdings expects the integrated solution to enable World Class service to its customers, improve operational efficiency, provide a platform for rapid business growth and achieve competitive advantage in the marketplace.

“FireStream and TelaPoint are both extremely proud to have been selected to serve as strategic technology providers to Simon Holdings,” said Glenn Turner, President of FireStream WorldWide, Inc.

TelaPoint President Mike Dahlem stated, “Both FireStream and TelaPoint are fully committed to ensuring that Simon Holdings maximizes the benefits derived from their investment in our combined solution.”

Ascend is a complete back-office accounting and financial reporting package that includes General Ledger, Accounts Payable, Accounts Receivable, Order Entry, Credit Management, Inventory, Retail Price Management, Cardlock, Human Resources, Payroll and Fixed Assets. The Ascend solution enables wholesale and retail petroleum marketers to achieve unparalleled control over their financial accounting and reporting operations.

TelaFuel is an Internet supply chain software solution that includes Smart Replenishment, Smart Buying and Smart Invoicing. The TelaFuel solution helps companies realize fewer communication errors with transportation partners, lower fuel inventory and replenishment costs, make better fuel purchasing and pricing decisions, and streamline fuel invoice reconciliation.

### **About Simon Holdings.**

Simon Holdings, established in 1985, is a privately held parent company for three subsidiary operating companies. These companies include Atlas Oil Company, B&R Oil Company and Fast Track Ventures. Headquartered in Taylor, Mich., Simon Holdings distributes



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more than 600 million gallons of fuel annually through its network of retail stores, commercial businesses and job sites, residential consumers and its pipeline terminal operation. Simon Holdings extensive distribution network, of Conoco Phillips, Citgo, Marathon, Fast Track, and Clark Branded products, makes it the largest fuel distributor in Southeast Michigan.

### **About FireStream WorldWide, Inc.**

FireStream WorldWide delivers quality, cost-effective computer automation solutions to petroleum wholesalers and retailers. Headquartered in St. Louis, Mo., FireStream is a global company that has grown rapidly and profitably since it was first launched in 2001. Today FireStream has more than 200 customers in 40 states.

### **About TelaPoint, Inc.**

TelaPoint, Inc. is the first Internet platform software company to provide business-to-business applications focused exclusively on the Convenience Store and Petroleum industry. The TelaPoint application suite enables convenience stores and fuel outlets to improve the efficiency of their fuel replenishment, buying and administrative operations. Founded in February 1999, TelaPoint is a privately held company headquartered in Louisville, Ky.