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Press Release  
For immediate diffusion

## New partnership between ODESIA Group and InterTrade Launch of a new solution to help optimize the supply chain

Montreal (Quebec), July 7, 2009 - Two Quebec technological companies, ODESIA Group Inc. ("ODESIA") (TSX-V:ODS) and InterTrade, announce a partnership agreement to launch a new business solution to help decision making for supply chain optimization.

The solution is offered in a SaaS mode (software as a service) and analyses the data transmitted through the network of documents exchange aiming to present a series of critical KPI (key performance indicators) that measure the critical stages of the supply chain.

This innovative solution was developed following many months of collaboration between two recognized knowhow:

**ODESIA Group** is a consulting company that excels in the Business Intelligence and Supply Chain universe for over 10 years. The definition and implementation of KPI's bears no secrets for ODESIA's team of experts.

**InterTrade**, has an extensive network of clients to which it offers solutions around electronic documents exchange. For several of its clients, the effective management of their supply chain is an important challenge, especially in today's economic context.

The new solution is now offered as a value added feature to all clients that use the network services for documents transfer but that have no clear visibility on their critical KPI's.

According to **InterTrade's president, Richard Brossoit**, most companies underestimate the strategic value of KPI's that can be driven from the information already being exchanged on the network. "I am convinced that our new solution will considerably improve supply chain performance for most of our clients."

**Nicolas Bonnafous, CEO of ODESIA Group**, is very confident of the success of this new offering: "We have clearly identified through a couple of our past interventions at our clients, that a good management of the supply chain can considerably improve the inventory management and improve the service levels. The new solution comes to address this specific need of the market. From a commercial perspective, this new service will open new markets to ODESIA, especially in the United States and ensure future recurring revenues are obtained through the SaaS mode."



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## About ODESIA

ODESIA is an international corporation specialized in BI solutions, decision processes and data warehousing for large corporations. The management team at ODESIA has extensive knowledge and experience in leading the execution of BI processes in large enterprises. The team of some 200 professionals offers a high level of service and specialization. The company's goal is to provide customers a complete solution, no matter the technical challenge. For more information, visit us at [www.odesia.com](http://www.odesia.com).

## About InterTrade

InterTrade Systems ([www.intertrade.com](http://www.intertrade.com)) facilitates electronic document exchanges for its customers through a software as a service (SaaS) approach allowing communications through a host of methods. Whether it is traditional EDI, web-EDI or data synchronization, InterTrade proposes its clientele a comprehensive approach to connect retailers to their supply chain.

## Forward-looking statement

This press release contains forward-looking statements which reflect ODESIA's current expectations regarding future events. The forward-looking statements involve risks and uncertainties. Actual results could differ materially from those projected herein. Readers are cautioned against exaggerated confidence in any information of a prospective nature. ODESIA rejects any obligation to revise or update the forward-looking statements contained in this press release.

Neither TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.

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