



K A D M E



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KADME partners with Ovation SpectrumData

Move expands market for Whereoil Software in the South Pacific region

Stavanger, Norway, 20 June, 2011- KADME, a leading provider of information management software and services to the oil and gas industry, is pleased to announce that a new reseller agreement for Whereoil software has been signed with Ovation SpectrumData in Australia. The agreement was signed May 2011, and several Whereoil projects are planned for deployment this summer.

Whereoil Enterprise is known for being the only search engine designed for the oil and gas industry that integrates structured and unstructured data, providing simple access to information from a multitude of sources. Whereoil also includes functionality that allows both physical and electronic data to be loaded automatically, tracked and ordered.

Ovation SpectrumData operates its core business in the management of digital and physical data items for companies in the Oil and Gas industry. They will use KADME's Whereoil software as an integrated system to enable customers to browse and search through the catalogs of data items hosted in their warehouses as well as to request delivery of the data. Customers may also browse for the data via a GIS interface and request particular operations (such as data transcription and scanning on demand) to be performed on selected data items. They will also sell Whereoil directly to customers.

Gianluca Monachese, Director of business development at KADME, said that, *"We have been working to develop in-depth coverage in the South Pacific region. With Ovation SpectrumData, we are able to reach new clients and expand the use of Whereoil in integrated systems environments. We also anticipate Ovation SpectrumData will make substantial savings in their operating costs compared with traditional solutions that require them to manually load the information to a database."*

Ovation SpectrumData's Chief Executive Officer, Guy Holmes commented, *"We are excited to represent and bring the Whereoil software to the Australia and Asia Pacific Region. This leading and innovative technology is unique to the exploration industry, and fits well with many of our clients' data management solutions. We believe that this software can provide our customers, as well as Ovation SpectrumData, with a superior, high performance system for tracking valuable data assets, with the added bonus of GIS technology to suit individual requirements"*.

More information on Ovation SpectrumData: <http://www.spectrumdata.com.au>

More information on KADME: www.kadme.com

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