
Optessa Joins the Rockwell Automation Encompass™ Program with Optessa MLS Sequencing and Scheduling Software

Edmonton, Alberta – November 4, 2008 – Optessa today announced the acceptance of the Optessa MLS Sequencing and Scheduling Software System into the Rockwell Automation Encompass Partner Program. Optessa MLS gives customers access to a rich suite of sequencing and scheduling capabilities that easily integrates into the FactoryTalk® environment. Optessa MLS in conjunction with FactoryTalk services creates a foundation for continuous improvement of automation and optimization for supply chain sequencing and scheduling business processes at all levels of a manufacturing plant.

Optessa MLS will complement the capability of FactoryTalk to meet the objectives of "...making business decisions that improve responsiveness, increase productivity, reduce costs." Optessa MLS enables objectives such as lean and low cost manufacturing, flexibility, improved throughput and improved order fulfillment.

"We are extremely excited about this relationship," adds Vasu Netrakanti, CEO of Optessa. "Optessa MLS delivers immediate value to Rockwell Automation customers and we believe that the Encompass program will give us insight into an entirely fresh perspective on what real time sequencing and scheduling tools should provide on the plant floor."

About the Encompass Program:

The Encompass Program is a product referencing program designed to identify, qualify, and jointly market third-party manufactured products that complement the breadth of world-class products developed by Rockwell Automation. Information on the Encompass program is available on the Web at www.rockwellautomation.com/encompass.

About Rockwell Automation:

Rockwell Automation, Inc. (NYSE: ROK), is a leading global provider of industrial automation power, control and information solutions that help manufacturers achieve a competitive advantage for their businesses. The company brings together leading global brands in industrial automation that include Allen-Bradley® controls and services and Rockwell Software® factory management software. Headquartered in Milwaukee, Wis., the company employs about 20,000 people serving customers in more than 80 countries

About Optessa:

Optessa was founded to meet an unfilled need in the critical area of manufacturing scheduling. Optessa's founders saw that the existing generation of scheduling systems were increasingly unable to keep up with the complexity of current day scheduling problems. Convinced that a "new kind of math" was needed to solve real world scheduling problems, they have developed a comprehensive scheduling system built on the latest advances in optimization algorithms and software technologies. Optessa offers the only software solution that can effectively optimize assembly planning, sequencing and scheduling across all of a manufacturer's product lines and constraints. Optessa's customers include some of the largest, global brand manufacturing companies, and its platform is designed to solve the needs of companies in automotive, semiconductor and other high volume discrete manufacturing environments. To learn more about Optessa, please visit www.optessa.com, or visit us at our booth #727 at the Rockwell Automation Fair, Nov 19-20, Nashville, Tennessee.

###

Media Contact:

Ryan McGrath, Tel: +1 732-933-1800 ext. 258, Email: ryan.mcgrath@optessa.com