



**FOR IMMEDIATE RELEASE**

## **Guru Alliance and DM2 Software, Inc. Announce Partnership**

*Partnership offers compliant RIN management solution to petroleum marketers*

**Omaha, NE – August 31, 2009** – Guru Alliance, a Midwest-based, multi-national software development and outsource solutions provider for the Petroleum industry, is pleased to announce DM2 Software, Inc., a leading provider of business management software solutions to the petroleum-distribution and convenience-store industries, as a marketing partner.

The marketing partnership will offer DM2 Software clients an industry compliant solution for the acquisition, management and transfer of RINs by initially offering and ultimately integrating Guru Alliances comprehensive RIN management solution □ RINsource® □ with DM2 Software's suite of business management software solutions.

RINsource is a comprehensive industry compliant secure web-based platform that enables all registered producers, importers, and obligated parties to manage the acquisition and distribution, record-keeping and reporting of RINs, while complying with industry regulations set by the EPA.

"We are excited about our marketing partnership with Guru Alliance and ability to offer RINsource to our clients," said Scott Burkard, President, DM2 Software, Inc. "The management and trading of RINs has become a mandated regulatory compliance requirement within our customers' daily business processes and the wholesale renewable fuel market. The ability to partner with Guru Alliance and offer their proven RIN management and trading solution as part of our software solutions enhances our value proposition to our customers."

"DM2 Software is the type of marketing partner we look for and value greatly," said Sri Devi, CEO/President, Guru Alliance. "With a proven track record over 20 years in providing leading business management software solutions for the Petroleum market, forming a marketing partnership with DM2 Software gives us tremendous industry credibility and recognition."

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### **ABOUT DM2 SOFTWARE**

DM2 Software provides DM2 Petroleum Insights Back Office/ERP accounting, tax, automated fuel billing and other business management software to more than 330 petroleum-distribution companies nationwide. For more information, contact DM2 Software at (800) 866-5151, or visit [www.dm2.com](http://www.dm2.com). DM2 Software is headquartered at 7700 NE Greenwood Dr., Ste. 200, Vancouver, WA 98662.