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FOR: CE FRANKLIN LTD.

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CE Franklin and MRO.com Team to Provide B2B E-Commerce For The Energy Market

BEDFORD, MASSACHUSETTS and CALGARY, ALBERTA--

Canada's largest energy industry supply company enters into strategic relationship with leading MRO e-Commerce provider.

CE Franklin Ltd. (TSE.CFT, AMEX.CFK), the leading supplier of goods and supply chain services to the Canadian oil and gas industry and MRO.com, Inc. a leading provider of B2B MRO e-Commerce systems and wholly-owned subsidiary of PSDI (NASDAQ: PSDI), announced today that the companies have signed an agreement to provide B2B MRO e-Commerce for the energy sector. The agreement will give CE Franklin's customers valuable options for end-to-end e-procurement solutions which extend from manufacturers to end users by offering the use of MRO.com's web-based e-Commerce network and access to MRO.com's full suite of internet-based procurement products and services. The agreement was signed in February of 2000.

CE Franklin will use MRO.com's technology to create a marketplace that will significantly reduce supply chain costs. This initiative will allow their customers to develop and implement a complete e-procurement strategy that will integrate the entire project planning, maintenance, repair and operating supply chain, streamline the order management process and save time and money on purchasing transactions. Manufacturers and suppliers will see an increase in cost savings and efficiencies by being able to obtain preferential access to CE Franklin's customer base.

"By selecting MRO.com we are able to leverage Internet technology to rapidly increase the value of CE Franklin's industry-leading infrastructure," commented John Gilbank, chairman and CEO of CE Franklin. "The payoff from the intensive effort and investment in information technology over the past 24 months plus our strong alliance relationships with energy industry companies and the expertise of our trained and experienced staff, can now be fully realized."

"MRO.com's expertise in online procurement, combined with its extensive experience in the energy and industrial sector will provide numerous advantages to CE Franklin in leading the Canadian energy industry into e-business," said Chip Drapeau, president and CEO of PSDI.

Partners in New Technology

CE Franklin currently has two key customers who will partner in the initial implementation of the new technology; Talisman Energy Inc. and Westcoast Energy Inc.

About PSDI and MRO.com, Inc.

PSDI develops markets and supports business-to-business MRO e-Commerce systems and enterprise asset maintenance software. Through its subsidiary MRO.com, Inc., the company complements its MAXIMO enterprise asset maintenance software with an Internet-based B2B marketplace for MRO buyers and suppliers, a suite of online procurement software products that improve purchasing efficiency, and Internet-based content management tools and cataloging services.

Businesses, government agencies, and other organizations use the MAXIMO product suite to assist in the maintenance of high-value capital assets, such as plants, facilities, and production equipment, to cut MRO inventories and costs, control maintenance expenses, reduce downtime, and more effectively deploy productive assets, personnel and other resources.

Based in Bedford, Mass., PSDI markets its products through a direct sales force with sales offices throughout the United States, Argentina, Australia, Canada, China, France, Germany, Hong Kong, India, Italy, Mexico, the Netherlands, Sweden, Thailand, and the United Kingdom, combined with a network of international distributors. All PSDI news releases are available via the PSDI Home Page at <http://www.psd.com>.

About CE Franklin Ltd.

CE Franklin is Canada's largest distributor of supplies to the oil and gas drilling and production industry. In addition to its complete range of production equipment, including artificial lift technology, the company sells pipe, valves, fittings and maintenance supplies and provides complete customer inventory procurement and management services through its 40 locations across Canada. The company also manufactures and packages specialized products for the energy industry and provides supply packages for projects in hydrocarbon processing industry through its Piping Resources Division. For more information visit our web site at <http://www.cefranklin.com>. CE Franklin's common shares trade on the Toronto Stock Exchange under the symbol CFT and on the American Stock Exchange under the symbol CFK.

CE Franklin Ltd. has scheduled a conference call for Wednesday, February 9, 2000 at 7:00 a.m. (Mountain Time) during which the e-Commerce partnership and strategy will be discussed. Please phone the conference call operator at 1-888-280-8349 ten minutes before 7:00 a.m.

The conference call will be chaired by John Gilbank, Chairman and Chief Executive Officer of CE Franklin. A question and answer session will be included in the call.

A taped version of the call will be available until midnight Friday, February 11, 2000 by calling 1-888-742-2490 reservation # T180901C.

This news release includes forward looking statements within the meaning of section 27A of the United States Securities Act of 1933 and Section 21E of the United States Securities Exchange Act of 1934. Although the Company believes that its expectations are based on reliable assumptions, it can give no assurance that expected results will be achieved. Important factors that could cause actual results to differ materially from those in the forward looking statements herein include economic conditions, seasonality of drilling activity, commodity prices for oil and gas, currency fluctuations and government regulations, and other risks and uncertainties as described in the Company's form 20-F as filed with the United States Securities Exchange Commission.

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