

# Press Release

## Pennsylvania's Governor Rendell Helps Celebrate Grand Opening of Apprise Software's New Headquarters Office; Company Poised for Rapid Growth

**Bethlehem, Pennsylvania – August 14, 2007** – Apprise Software, Inc. – a leading provider of integrated ERP and supply chain management solutions for consumer goods distributors – celebrated the official grand opening of its new headquarters office located in Lehigh Valley Industrial Park VI at 3101 Emrick Boulevard in Bethlehem, Pennsylvania, on August 9<sup>th</sup>. The Honorable John Stoffa, Northampton County Executive, introduced Governor Rendell to a crowd of about 75 local business people, officials and media who were present at the event. Also in attendance were Craig Dally, State Representative, Northampton County, 138th District; Jon Hammer, Bethlehem Township Manager; members of Bethlehem Township's Board of Commissioners; and Bethlehem Township's Chief of Police.

"This is exactly the type of company we want to get," Governor Rendell said during his remarks at the grand opening. "These are jobs that will be filled by our best and brightest young people."

"Historically, we have had a lot of success recruiting bachelor and master degree graduates in a range of disciplines, including supply chain management, engineering, computer science, and information systems, from Lehigh University and other area colleges," said Apprise Software president Jeff Broadhurst during his remarks at the grand opening ceremony. "Our move allows us to be very close to the best and brightest."

"The new facility positions us well for our continued growth," added Broadhurst. "It provides us with state-of-the-art technology that allows us to add disaster recovery services for our customers. And, we have better access to the people and resources we need to continue our growth, including our expansion into China." Apprise Software (Nanjing) Co., Ltd, celebrated its grand opening on July 27, 2007.

With the assistance of the Lehigh Valley Economic Development Corporation (LVEDC) and the Governor's Action Team (GAT) – a group of economic development professionals who report directly to Governor Rendell and serve as a single point of contact for businesses considering locating or expanding in Pennsylvania – Apprise Software relocated from Bridgewater, New Jersey, to Bethlehem, Pennsylvania in late June of this year. A major driver of the relocation was to be closer to the colleges and universities from which it recruits on a regular basis. The software company is experiencing revenue growth of over 40% annually, and expects to further accelerate its growth in the coming years.

Apprise Software develops, markets and supports enterprise-wide software designed to meet the unique challenges associated with overseas manufacturing, importing, and the distribution of consumer goods. Its applications have been developed to include industry specific functionality – such as long lead-time inventory forecasting, purchasing, and tracking; landed cost management; real-time inventory visibility; and retailer compliance including EDI and RFID – that helps consumer goods distributors streamline their operations, reduce their costs, and increase their profitability.



*(Left to Right) Governor Rendell, Jeff Broadhurst, John Stoffa and Craig Dally assist in the ribbon cutting at Apprise Software's Grand Opening event August 9, 2007.*

**About Apprise Software, Inc.**

*Founded in 1984, and with offices in North America and China, Apprise Software, Inc. is a leading provider of ERP and supply chain management software and services for consumer goods distributors. Leveraging the latest technologies - such as Microsoft® .NET, wireless warehouse solutions, and RFID – along with industry best-practices, Apprise Software provides consumer goods distributors with global solutions that meet their unique business requirements.*

For more information about Apprise Software, Inc. please visit <http://www.apprise.com>.

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**Contact:**

Kelley Marko

Phone: (610) 991-3900

email: [kmarko@apprise.com](mailto:kmarko@apprise.com)

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