

# Press Release

## Apprise Software, Inc. opens office in Nanjing, China; expands operations

**Bethlehem, Pennsylvania USA and Nanjing, China – August 2, 2007** – Apprise Software, Inc., a leading provider of integrated ERP and supply chain management solutions for consumer goods distributors, announced today it has expanded its operations with the opening of its new office – Nanjing Apprise Software Co., Ltd. – in Nanjing, China. The expansion move is driven by the company's customers' increased operational footprint in China, which will benefit from the local support to be provided by Apprise Software in China. Apprise Software's Nanjing office will enable the company to offer local support to its customers' operations in Asia, enhance the 24 x 7 support of its customers' rest-of-world operations, and expand its programming, quality assurance, and support teams to accelerate product development, improve time-to-market, and enhance customer satisfaction.

"The prime reason for our expansion into China is to be closer to our customers," said Jeff Broadhurst, president of Apprise Software. "Our customers continue to increase their presence in China and move their product manufacturing and sourcing to Asia. Our expansion into China enables us to be where our customers are in order to serve them better, which in turn enables us to accelerate the growth of our business."

The new office officially opened on July 27, 2007, with the ribbon cutting by Jeff Broadhurst and Mr. Ni, a local Chinese official (picture). Located in the Gulou District of Nanjing, China, at No. 40 Changjiang Science Building on Nanchang Road, the office is ideally situated near public transportation and is tightly linked with top ranked Nanjing University and several other top Nanjing Universities, making it an optimal location for securing and retaining local talent. The new office initially employs team members in support, translation, and quality assurance.



Consumer goods distributors are experiencing unprecedented challenges in their businesses today. Constantly changing customer demands, unpredictable supplier performance, rising transportation and other logistical costs, and complex retailer compliance requirements, such as RFID, all threaten their profitability and survival.

"By being in China alongside our customers, we can be more responsive to their current and evolving needs," said Broadhurst. "Our expanded technical team in China will enable us to speed up the development and delivery of solutions that meet the changing needs of our customers. It will enable us to offer customers the local support they need to better integrate their operations, as well as provide enhanced 24 x 7 worldwide support for their complex business applications, so they can improve supply chain efficiencies and enhance profitability."

Apprise Software develops, markets, and supports Apprise® Distribution, its enterprise-wide application designed to meet the unique challenges associated with overseas manufacturing, importing, and the distribution of consumer goods. The application has 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. In addition to providing leading industry tailored capabilities and professional service expertise, Apprise Distribution leverages the latest underlying technologies – including Microsoft® .NET, wireless warehouse, and RFID – to deliver flexible, cost effective, high-performance solutions.

### **About Apprise Software, Inc.**

*Founded in 1984, and with offices in North America and China, Apprise Software, Inc. is a leading provider of enterprise-wide software solutions 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 while delivering reduced costs, improved efficiencies, enhanced revenues and profitability, and a quick return on investment.*

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

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