



Apprise Software, Inc.

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Apprise Software Helping Wine & Spirits Distributors Tighten Supply Chains, Increase Efficiencies, Update Technology with Industry Tailored ERP Solution

(BETHLEHEM, PA, January 30, 2008) -- Apprise Software, a leading provider of enterprise resource planning (ERP) and supply chain management solutions and developer of Apprise® Distribution, announced today that it is making significant progress in helping wine and spirits distributors tighten their supply chains, improve efficiencies and update their technology for enhanced supply chain collaboration through its industry tailored ERP solutions. For years, Apprise Software has been quietly gaining ground in the wine and spirits distribution segment because of features that allow distributors to more efficiently monitor and track shipments from supply side through fleet management and delivery. Now, the company is engaged in a more aggressive marketing push to educate wine and spirits distributors on the industry tailored benefits of its solutions.

“With recent implementations completed at half a dozen wine and spirits distributors across North America, we’re seeing increased traction in the market,” said Jeff Broadhurst, president of Apprise Software. “Wine and spirits distributors are discovering the benefits and value of working with us for our industry focus and knowledge, and solutions that are built specifically for the way they do business.”

A large fine wine importer and distributor utilizing Apprise Distribution recently reported warehouse efficiency gains of over 25% upon the implementation of its system. Among the additional benefits wine and spirits distributors can attain with Apprise Distribution’s ERP solution are:

Improved cost control through import management capabilities that help distributors allocate, track and manage the landed costs associated with importing wines and spirits

Greater visibility into inventory status with real-time vessel and container-level tracking and management and up-to-date warehouse inventory features that provide business-critical stock information needed by sales and other personnel

More accurate inventory forecasting and planning through sophisticated yet easy-to-use tools that consider long inventory lead-times, seasonal trends, sales history and forecasting inputs

More profitable sales and service with features that allow distributors to reserve, restrict and allocate inventory based on customer demands, opportunities and relationships

Enhanced flexibility to manage complex customer or product specific pricing, discounting and incentive programs

Tighter compliance integration, including electronic data interchange (EDI) to automate and standardize the business data required by many large retailers and grocery stores, as well as industry mandated reporting for taxes, depletions, and on-premise and off-premise sales

Improved business performance insight and more timely business decisions through sophisticated business intelligence tools that track business and brand performance by sales representative, territory or customer

Greater efficiencies in shipping and route management with capabilities for shipping by the bottle or case and the ability to more efficiently plan and execute delivery routes for better fuel economy and productivity

Based on the latest industry technologies, including Microsoft® .NET, Progress OpenEdge® 10 and a service oriented architecture (SOA) utilizing Web Services, Apprise Distribution is a flexible, fully integrated and highly interoperable solution that improves collaboration between distributors and their trading partners as well as communication, information sharing and visibility within the distributor's organization. Its capabilities are designed to meet the industry specific challenges associated with overseas importing and the distribution of consumer goods, including wines and spirits. The application includes industry specific functionality such as long lead-time inventory forecasting, purchasing, and tracking; landed cost management; real-time inventory visibility; and compliance including EDI and reporting; that helps wine and spirits distributors streamline their operations, reduce their costs, and increase their profitability.

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 and wine and spirits distributors. Leveraging the latest technologies - such as Microsoft® .NET, Progress® OpenEdge® 10, wireless warehouse solutions, EDI, and RFID – along with industry best-practices, Apprise Software provides consumer goods and wine and spirits distributors with solutions that meet their

specific 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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