

# Press Release

## **Apprise Software, Inc. Achieves Membership in the Microsoft Gold Certified Partner Program**

**Bridgewater, N.J. – February 22, 2007** – Apprise Software, Inc., a leading provider of integrated ERP and supply chain management software for consumer goods distributors, today announced it has achieved membership in the Microsoft Gold Certified Partner Program. As a Gold Certified Partner, Apprise Software has demonstrated expertise with Microsoft technologies and the proven ability to meet customer needs. Microsoft Gold Certified Partners receive the highest level of benefits including access, training and support that give them a competitive advantage in the marketplace.

Consumer goods distributors face unique business challenges, including complex global operations, stringent time-to-market demands and constantly evolving retailer compliance requirements that arise out of serving large retail and mass merchant customers such as Wal-Mart, Target and others. Apprise Software provides consumer goods distributors with innovative ERP and supply chain management solutions that leverage industry best-practices and the latest technologies – such as the Microsoft® .NET framework, Web services, a service oriented architecture (SOA), wireless technologies and RFID – to address these unique challenges and deliver reduced costs, improved efficiencies, enhanced revenues and profitability and a quick return on investment.

The Microsoft Gold Certified Partner Program provides a way for customers to identify companies that have proven their commitment and expertise in one or more specialized areas when delivering Microsoft technologies. Microsoft Gold Certified Partners need to meet a higher set of criteria than other levels of Partner Program membership, including enhanced certification and a portfolio of real-world customer references, and are thus identified as the most skilled partners in their specific application and solution areas.

“Given the number of choices in software products in the market today, customers need to be able to quickly identify who provides proven applications and solutions,” said Rosa Garcia, general manager of the Partner Programs Group at Microsoft. “They need to be assured that a software provider has a policy of platform testing and integration. With commitments to the Microsoft Windows and .NET platforms, Apprise Software has clearly demonstrated that its software products are robust and credible. Microsoft is pleased to have Apprise Software as a Gold Certified Partner.”

“We are very pleased to have achieved Microsoft Gold Certified Partner status,” said Jeff Broadhurst, president of Apprise Software, Inc. “Since 1984, consumer goods distributors have relied on the quality, scalability and ongoing innovation of Apprise Software products and services to meet their evolving business needs. This certification is an indication to our customers that we are dedicated to providing proven applications built on leading technologies on an ongoing basis that will deliver strong business value and a return on their investment.”

The Microsoft Partner Program was launched in December 2003 and represents Microsoft's ongoing commitment to the success of partners worldwide. The program offers a single, integrated partnering framework that recognizes partner expertise, rewards the total impact that partners have in the technology marketplace, and delivers more value to help partners' businesses be successful.

## About Apprise Software, Inc.

*Founded in 1984, and with business focus in the U.S. and China, Apprise Software, Inc. is a leading provider of enterprise-wide software solutions for mid-sized consumer goods distributors. Leveraging latest technologies - such as the Microsoft® .NET framework, Progress® OpenEdge™ 10, 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>.

Apprise® is a registered trademark of Apprise Software, Inc.

Microsoft is a registered trademark of Microsoft Corporation in the United States and/or other countries.

The names of actual companies and/or products mentioned may be the trademarks of their respective owners. All rights reserved.

### Contact:

Kelley Marko  
Phone: (908) 725-6000  
email: [kmarko@apprise.com](mailto:kmarko@apprise.com)

###



Apprise Software, Inc.

**Microsoft®**  
**GOLD CERTIFIED**  
Partner