

Press Release

Apprise Software, Inc. Achieves Certified Partner Status in Microsoft Partner Program

Bridgewater, N.J. – June 15, 2004 – Apprise Software, Inc., a leading provider of fully-integrated, whole-business software solutions for consumer goods distributors, today announced it has earned certified status in Microsoft Corporation's Partner Program recognizing Apprise Software's expertise and total impact in the technology marketplace. As a Certified Partner, Apprise Software has demonstrated expertise with Microsoft technologies and proven ability to meet customer needs. Microsoft Certified Partners receive a rich set 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 vendor compliance requirements that arise out of serving large retail and mass merchant customers such as Home Depot, Wal-Mart, JCPenney, and others. Apprise Software provides consumer goods distributors with innovative solutions that leverage industry best-practices and the latest technologies - such as the Microsoft® .NET framework and wireless warehouse solutions – to address these unique challenges and deliver reduced costs, improved efficiencies, enhanced revenues and profitability and a quick return on investment.

“Only companies that have demonstrated high levels of customer service, proved their experience and attained advanced certification receive the designation of Microsoft Certified Partner,” said Allison Watson, vice president of the Worldwide Partner Sales and Marketing Group at Microsoft. “Today, Microsoft recognizes Apprise Software for its skills and expertise in providing customer satisfaction with Microsoft products and technology.”

“We are very pleased to have achieved Microsoft Certified Partner status. This certification, along with our Microsoft .NET Logo designation, is a good indicator of the successes that our two organizations have had working together,” 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. These joint successes with Microsoft will open many more doors for our products using Microsoft technology for the benefit of our customers.”

The Microsoft Partner Program was launched in December 2003 and represents Microsoft's ongoing commitment to the success of partners worldwide. The Microsoft Partner 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, Apprise Software, Inc. is a leading provider of enterprise-wide software solutions for consumer goods distributors. Apprise Software's products and services provide the tools and capabilities consumer goods distributors need to thrive in the challenging and evolving distribution market – including purchasing, distribution resource planning, importing and landed cost management, customer service, sales, EDI, CRM, retailer and mass merchant vendor compliance and chargeback management, manufacturing, warehouse management, financials, executive information systems, business intelligence and eBusiness solutions.

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

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