

Press Release

Apprise Software, Inc. Introduces New Microsoft® .NET-based Wireless Warehouse Solution for Distributors of Consumer Products

Bridgewater, N.J. – March 23, 2004 – Apprise Software, Inc., a leading provider of integrated software solutions for consumer goods distributors, announced today the availability of its Microsoft .NET-based wireless warehouse solution – new wireless warehouse capabilities that are an integral component of the Apprise® Distribution enterprise-wide system for consumer goods distributors. Apprise Distribution wireless warehouse extends unique warehouse capabilities to the wireless environment to provide consumer goods distributors with a competitive edge in meeting the stringent supply chain requirements of their large retail and mass merchant customers. The use of Microsoft .NET technology enables faster, tighter integration between warehouse activities and other distribution operations to deliver improved warehouse accuracy, efficiency and productivity.

Consumer goods distributors are faced with unique business challenges that arise out of serving large retail and mass merchant customers, such as Home Depot, Wal-Mart, JCPenney, and others. These retailers often have specific compliance requirements that must be adhered to by supply chain partners. If requirements are not met, chargebacks can be assessed that have a direct negative impact on a distributor's bottom line. "Apprise Distribution wireless warehouse provides consumer goods distributors with warehouse tools that are uniquely designed to help them meet vendor compliance requirements," said Jeff Broadhurst, president of Apprise Software, Inc. "The wireless applications are fully integrated to enable compliance with warehouse impacting requirements such as dynamic routing, the production of UCC 128 labels and VICS bills of lading, RFID data capture for recording the receipt and movement of inventory through the supply chain process and more," continued Broadhurst. By aiding in meeting compliance requirements, the Apprise Distribution wireless warehouse solution helps consumer goods distributors avoid and reduce chargebacks and increase revenues and profitability.

"The Apprise Distribution wireless warehouse solution enables us to more efficiently and accurately manage inventory as well as improve warehouse personnel productivity by reducing paperwork and manual information hand-offs," said Jim Neitzel, vice president of information technology for Bell Automotive Products, Inc. and Bay Travelgear, a beta customer of the Apprise Distribution wireless warehouse solution. "The seamless integration with our current warehouse environment provides us with real-time information, and gives us a market advantage in preparing for the move towards RFID that is being required by our mass merchant customers."

Wireless technologies are quickly becoming the new standard for automated data collection in the warehouse. Apprise Distribution wireless warehouse utilizes flexible industry leading hardware options, including rugged hand-held devices and tablet PCs, which are based on the latest 802.11 wireless standards. Through the use of .NET technology, Apprise Distribution wireless warehouse maximizes the benefits associated with automated data collection by allowing a distributor's warehouse personnel to seamlessly communicate and exchange information in real-time with the broader enterprise system. This real-time integration provides warehouse and other personnel with critical insight into inventory availability and status, enabling them to improve order fulfillment rates, increase order accuracy and enhance customer satisfaction. In addition, the solution provides warehouse management with real-time insight into warehouse personnel performance, enabling them to dynamically assign and adjust warehouse tasks based on customer priorities and personnel workloads in order to maximize productivity.

Apprise Distribution is an enterprise-wide solution designed to help consumer goods distributors optimize their operational performance from importing goods through distributing them to retailers and mass merchants. Warehouse management is a critical element and cost driver in this distribution process. The new .NET-based wireless warehouse solution provides consumer goods distributors with the capabilities they need to meet the compliance requirements of their customers while delivering improved warehouse accuracy, efficiency and productivity for a positive impact on both their top and bottom line.

Availability

Apprise Distribution wireless warehouse is available now in North America with Apprise Distribution Version 6.1.

About Apprise Software, Inc.

Founded in 1984, Apprise Software, Inc. is a leading provider of enterprise-wide software solutions for consumer goods distributors. Leveraging latest technologies - such as the Microsoft® .NET framework and wireless warehouse solutions – and industry best-practices, Apprise Software provides consumer goods distributors with 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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