Contact:

Sheila Caballero

Apprise Software, Inc.

Email: Sheila.Caballero@apprise.com

Tel: (610) 991-3900

Apprise Automates Wine & Spirits Processes — Saves Distributors Time and Money

ERP Solution Includes Tools that Help Monitor Profitability, Streamline Industry Reporting and More

BETHLEHEM, PA, May 29, 2009 — Apprise Software, a leading provider of enterprise resource planning (ERP) and supply chain management (SCM) solutions for wine and spirits importers and distributors, offers integrated supply chain tools that help distributors monitor, track and improve their business. Apprise® Distribution's robust functionality, built on the latest .NET technology, includes automated tools that save distributors time and money. Apprise Distribution's profitability management tool allows wine and spirits distributors to assess customer, supplier and brand-level profitability in seconds.

Wine samples, supplier allowances, free goods and other factors of doing business have a direct impact on a distributor's bottom line. With Apprise Distribution's profitability tools, wine and spirits distributors can integrate both above-the-line and below-the-line costs for an accurate view of profitability. The tools eliminate hours of manual number crunching and financial analysis, freeing up valuable resource time and improving productivity.

Apprise Distribution includes scores of automated features specifically designed for wine and spirits distributors that improve and simplify operational processes. Among the many industry specific tools are:

Profitability Tools are user-defined and provide automated, on-demand access to bottom line profit results at the customer, supplier and brand level in a matter of seconds. Broad and granular margin analysis helps distributors understand the real impact of doing business. Users can compare profit results of brands, suppliers and customers as well as monitor profit trends.

Reporting Tools provide quick and simple automation of Beverage Data Network (BDN) reporting (depletions reporting), as well as reporting tools for state requirements, samples, placements and more, to save distributors significant resources associated with manually compiling reports.

Detailed Business Intelligence enables distributors to gain visibility into business performance metrics through sophisticated, but easy-to-use, reporting and analytic tools that enable distributors to pull history by territory, region, representative, customer, supplier and brand. Distributors can filter sales information on specific varietals, compare on-premise to off-premise sales, and produce dozens of other reports using real-time data from Apprise Distribution.

About Apprise Software

Founded in 1984, with offices in North America and Nanjing, China, Apprise Software, Inc. is a leading provider of ERP and supply chain management software and services for wine and spirits and consumer goods distributors and manufacturers. With a reputation for leveraging the latest technologies — such as Microsoft® .NET, Progress® OpenEdge® 10, wireless warehouse solutions, and RFID — along with industry best-practices, our solutions deliver reduced costs, improved efficiencies, enhanced revenues and profitability, and a quick return on investment. For more information, visit: www.apprise.com.

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