



Press Release

For Immediate Release

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Apprise Software Chooses Milton Keynes, UK for its Third European Office

Milton Keynes, United Kingdom, April 15, 2013 — Apprise Software, developer of Apprise®, the enterprise resource planning (ERP) and supply chain management (SCM) application for consumer goods manufacturers and distributors, has announced the opening of its third office in Europe, in Milton Keynes, United Kingdom (UK). Apprise Software's newest office underscores its dedication to supporting existing and new customers with headquarters or operations in the UK and surrounding markets. The company has recently added almost 100 people to their European operations and plans to add a significant number of jobs in the UK to support operations there.

Apprise Software develops, implements and supports fully integrated software with tools and functionality designed to meet the needs of global consumer goods companies. Apprise Software's presence in the European market gives consumer goods distributors in the UK the ability to choose ERP software tailored to their business. The opening of the new office is a direct result of interest the UK market has shown in industry-specific SCM solutions.

"We are excited for the opportunity to better support our current customers in the United Kingdom and to work more closely with future prospects there as well," said Jeff Broadhurst, president. "We have seen increased demand for our software from companies based in the UK, as well as global companies with operations in the UK. The UK is a very good market for us."

Apprise helps global consumer goods companies improve supply chain efficiency and profitability. Customers include multi-national, multi-lingual companies that distribute products to retailers in Europe, North America, South America, Asia and Australia. Software and support are available in multiple languages.

Apprise includes functionality that helps companies improve information sharing with suppliers and customers, streamline shipping and route delivery tasks, better manage financials, enhance reporting and business intelligence capabilities, run a more efficient warehouse and web commerce store, and much more.

The Apprise ERP solution includes tools and features specific to consumer goods companies, including: production monitoring of overseas suppliers, demand planning and forecasting for long lead times, retailer compliance management, VAT capabilities, profitability views at the product, brand, store, and chain level, product lifecycle management, and much more. Apprise is an end-to-end supply chain solution that helps companies improve their entire business from manufacturing and sourcing through delivery to retail customers.

About Apprise Software

Founded in 1984, with offices in North America, Europe, China, Korea and Australia, Apprise Software is a leading provider of integrated ERP and SCM software and services for consumer goods distributors, importers and manufacturers. Leveraging the latest technologies — such as Microsoft® .NET, wireless warehouse solutions, RFID, cloud and iPad® applications— 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/eu.

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