



Press Release

For Immediate Release

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Apprise Software Named Top 100 Logistics Provider

Inbound Logistics Annual List Includes Apprise Software for 2nd Year in a Row

BETHLEHEM, PA, April 6, 2011 — Apprise Software, developer of Apprise®, an enterprise resource planning (ERP) application for consumer goods manufacturers and distributors, was named a Top 100 Logistics IT Provider by *Inbound Logistics* magazine for the second year in a row.

Every April, *Inbound Logistics* editors recognize 100 logistics IT companies that support and enable logistics excellence. Drawn from a pool of more than 300 companies, using questionnaires, personal interviews, and other research, *Inbound Logistics* selects the Top 100 Logistics IT Providers who are leading the way in 2011. Editors seek to match readers' fast-changing needs to the capabilities of those companies selected. All companies selected reflect leadership by answering Inbound Logistics readers' needs for scalability, simplicity, fast ROI, and ease of implementation.

"Increasing operational complexity caused by shifts to demand-driven logistics practices, increased collaboration, and continuing globalization, mean greater challenges for those seeking to match demand to supply. It's impressive to see Apprise Software providing the flexibility and solutions that forward-thinking enterprises need to face supply chain challenges in 2011. For that reason, Inbound Logistics editors have recognized Apprise Software as one of 2011's Top 100 Logistics Information Technology solutions providers," said Felecia Stratton, editor, *Inbound Logistics*.

Apprise Software's ERP solution is specifically designed for companies that source or manufacture consumer goods for the retail channel. The enterprise-wide application includes industry specific functionality that addresses end-to-end operational requirements for global organizations, including functionality that enables companies to monitor the production activities of overseas suppliers. Application features include the tools necessary to manage compliance requirements such as EDI, RFID, labeling, shipping, and other mandates. Multi-lingual and multi-currency functionality enables global companies to better manage their end-to-end operations including: supplier and customer relationships, product lifecycle management, shipping and route delivery tasks — including container management and landed costs — warehouse and inventory management, financials, reporting, business intelligence, customer relationship management, web commerce, and more.

About Apprise Software

Founded in 1984, with offices in North America, China, Korea, Australia and the Czech Republic, Apprise Software is a leading provider of supply chain management software and services for consumer goods distributors and manufacturers. Leveraging the latest technologies — such as Microsoft® .NET, 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.

About Inbound Logistics Magazine

Since its inception in 1981, *Inbound Logistics*' educational mission is to illustrate the benefits of demand-driven logistics practices, give companies the knowledge to help them match the inbound flow of materials to their demand, and align their business process to support that shift. Inbound Logistics offers real-world examples and decision support to guide businesses to efficiently manage logistics, reduce and speed inventory, and offset rising transport costs, supporting business scalability across their value chain. More information about demand-driven practices is available at www.inboundlogistics.com.

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