



LOFTWARE, INC.

166 Corporate Drive • Portsmouth, NH 03801 • Tel: (603) 766-3630 • Fax: (603) 766-3631

PRESS RELEASE

Contact: Sterling Hager

AgencyNext, Inc.

+1 508 647 0044 x202

Loftware Offers Industry First Full Integration Connectivity Software Suite for Managing Merged, Acquired or Grown Supply Chain Capacity

Latest Loftware Connector® provides additional command and control facilities over integration of new or existing facilities

Portsmouth, NH – August 28, 2007 - In the first of two major releases expected this quarter, Loftware, Inc., a 20 year leader in flexible and scalable enterprise label output management solutions, today released its Loftware Connector for Oracle 3.0 as part of its broadening suite of software for controlling, deploying and maintaining label production. The newest release adds to the Loftware offerings an improved toolset for managing label issues that arise from mergers, acquisitions or supply-chain expansion. Within the next 90 days, the Company said it will release additional Connector technology advances making the product compatible with any enterprise label output management system.

“This newest release adds to the control set toolbox for headquarters-based command and control over shipping, receiving and related issues subject to any sort of corporate labeling process or standard,” said CEO Eric Anderson. “Our products make it unnecessary to throw anything out in making an acquisition compliant or consistent with the acquiring company’s corporate standards. This eliminates potential points of failure or difficulty in integration.”

The Loftware Connector® for Oracle® version 3.0 builds on the process automation capabilities of the Connector family to allow for staging command and control structure for all label production for any new or acquired operations ranging from manufacturing plants and warehouses to distribution centers and retail outlets.

About Loftware

Loftware provides premier identification software to label products and goods manufactured and distributed throughout a company’s global supply chain. Loftware’s scalable applications operate in conjunction with corporate business Enterprise Resource Planning (ERP) and Warehouse Management (WMS) business systems without expensive and disruptive coding changes. Loftware’s software solves the ‘last mile connectivity’ problem encountered by companies when they address automation, control and command over label production at their locations. Learn more about Loftware by visiting www.loftware.com.

###

Loftware, Loftware Print Server and Loftware Connector are registered trademarks of Loftware, Inc. All other trademarks are the property of their respective owners. All rights reserved.