



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 Print Server® Clear Winner in Performance Shoot-Out at Berkshire Hathaway Subsidiary Shaw Industries

Scalable Enterprise-grade software is three times faster than closest rival

Portsmouth, NH – September 21, 2007 - Loftware, Inc., a 20 year leader in flexible and scalable label output management solutions, announced it successfully completed a data-intensive, competitive benchmark test at Shaw Industries, a subsidiary of Berkshire Hathaway and the world's largest supplier of carpet and carpet fiber, to meet Shaw's global needs in label output management.

Shaw Industries prints more than 20,000 labels per day and the printed labels are drawn from 60+ label templates. Shaw selected their most elaborate and complex label template – a single label 220KB in size – for the performance testing. The products evaluated in the test put Loftware's Loftware Print Server® head-to-head against leading competitors. Shaw evaluated the printing output performance benchmark and established Loftware as best in meeting the production performance required to output 10,000 labels in less than 5 hours. The results also demonstrated the Loftware Print Server performed three times faster than the next closest competitive product.

"Our enterprise-grade software has demonstrated the highest throughput of any label output software package available and now we have proven it even with ultra-large label images," said CEO Eric Anderson. "Our focus on providing the most responsive and agile labeling output management software available on the planet continues, day in and day out. We are delighted to have earned Shaw Industries' business!"

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. Learn more about Loftware by visiting www.loftware.com.

About Shaw Industries

Shaw Industries, the world's largest manufacturer of carpet and carpet fiber, produces and sells carpet, rugs, ceramic, hardwood, and laminate flooring for residential and commercial applications throughout the world. Shaw is commitment to cradle-to-cradle redesign of its floor coverings through environmentally sustainable innovations. Meanwhile, transitional strategies are focused on recovering energy and material value, and lowering environmental impacts. Shaw is committed to environmental investment in the communities where its employees live and work. A subsidiary of Berkshire Hathaway, Shaw is headquartered in Dalton, Georgia. Learn more about Shaw by visiting <http://www.shawfloors.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.