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PRESS RELEASE

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Loftware Expanding Physical Presence in Europe with UK-based Office

New Corporate Office in the UK To Bring Company Closer to Customers and Serve Growing Demand Throughout EMEA for Loftware's Enterprise Label Management Solutions

PORTSMOUTH, NH – Nov. 3rd, 2009 – Loftware, Inc., announced today that the company has created a corporate office in the UK. This expansion, said Loftware Chief Executive Officer Eric Anderson, is to **serve the dual purpose of providing full-time corporate operational support in the region for dozens of the company's current multinational customers with operations throughout Europe, the Middle East, and Africa (EMEA)** and to meet surging demand throughout these regions among new prospects for Loftware solutions. An executive level director for the office, which will open in London, is expected to be named within the coming week. This individual will report to Michael Rennell, Senior Vice President of Sales and Marketing at Loftware.

“While we currently already have a substantial base of major blue chip corporate customers – many with multi-site manufacturing operations – throughout EMEA,” said Mr. Rennell, “**we are experiencing a significant uptick in prospect interest across all verticals in both the developed and emerging markets throughout the region.** More and more organizations,” he said, “are discovering the bottom line benefits of a reliable and secure enterprise-grade labeling solution and our industry-first ‘building block’ product configurability that enables a mix and match of compatible solutions for virtually every supply chain model.”

About Loftware

Loftware is the foremost authority and market software leader in delivering innovative business solutions for meeting a company's global labeling requirements. Loftware's enterprise output label and print management software suites enable organizations running Oracle®, SAP® and other major ERP, supply chain and warehouse management applications to quickly develop and deploy complex barcode label and RFID smart label tags. Loftware offers a full range of direct consultative and implementation services reducing overall system delivery times and increasing efficiencies. Learn more about Loftware by visiting www.loftware.com

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