



Press Release

For Immediate Release

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Apprise Software Launches Graduate Creativity Center in Cooperation with Nanjing University of Technology

NANJING, China — April 10, 2009 — Apprise Software, Inc., today announced it has opened a Graduate Creativity Center in its Nanjing, China office as part of a cooperation agreement with the Nanjing University of Technology. The Graduate Creativity Center provides a practice base where dozens of undergraduate and postgraduate students can apply classroom knowledge, and practice technical skills, in a real-world business environment.

The Graduate Creativity Center and accompanying training program teams current university students with professional mentors in the software industry. The program allows students to apply their knowledge in the areas of customer support, application programming and quality assurance.

“Nanjing University of Technology is proud to enter into a cooperation agreement with Apprise Software,” said Professor Yang, dean, Nanjing University of Technology – IT College. “This agreement formally recognizes Apprise Software as a trusted business leader and educational partner who provides an excellent learning environment for our students, and top-quality jobs for our graduates.”

Apprise Software, Inc., with North American headquarters in Bethlehem, Pennsylvania, is a privately held, leading provider of enterprise resource planning (ERP) software for global consumer goods distributors. The company has operated in Nanjing, China since August 2007 when it opened its first international office to provide support for consumer goods customers, who increasingly source products in China and throughout Asia.

The agreement formalizes a cooperative work/educational partnership between the university and the company and gives students a positive, first working experience.

“Our customers are operating in a demanding, global business environment,” said Jeff Broadhurst, president, Apprise Software. “Our relationship with top-ranked Nanjing University of Technology gives us access to some of the region’s top talent. Our ability to train and hire talented students enhances our ability to meet our customers’ current and evolving needs.”

Besides learning to apply their skills in a practical application environment, the students will gain knowledge of international commerce. The Apprise Distribution application is an enterprise-wide solution that helps companies bring thousands of branded products to retail store shelves in the U.S. and throughout the world.

About the Nanjing University of Technology

The Nanjing University of Technology is a multi-disciplinary research and teaching university focused on engineering, sciences, management, economics, liberal arts, law and philosophy. The university offers two post-doctoral scientific research mobile centers, as well as doctoral, masters, and undergraduate level degree programs. Nearly 23,000 students attend 19 colleges at the university. For more information, visit: <http://www.njut.edu.cn/english/index.htm>.

About Apprise Software, Inc.

Founded in 1984, with offices in North America and Nanjing, China, Apprise Software, Inc. is a leading provider of ERP and supply chain management software and services for consumer goods distributors. Leveraging the latest technologies - such as Microsoft® .NET, Progress® OpenEdge® 10, wireless warehouse solutions, and RFID – along with industry best-practices, Apprise Software provides consumer goods distributors with solutions that meet their unique business requirements while delivering reduced costs, improved efficiencies, enhanced revenues and profitability, and a quick return on investment. For more information, visit <http://www.apprise.com>.