

Companies Join Forces To Meet the Needs of Mid-Market Distributors

Distribution Industry Alliance offers new approach for companies that rely on third party applications to meet distribution business requirements.

Columbus, OH, March 7, 2008 – Microsoft Dynamics™ GP (formerly Great Plains) customers have traditionally relied on a constellation of add-on products from multiple vendors to meet business requirements not addressed in their financial system. The companies of Accellos, Azox, RockySoft, Trinity and vSync have formed The Distribution Industry Alliance to provide mid-market distribution companies with a streamlined approach to implementing and managing third-party supply chain solutions.

Distribution is alive and growing despite today's economy. The latest US Government Economic Census estimates there are more than 403,000 distributors in the US, with the highest concentrations in the states of California, New York, Texas, Florida and Illinois. Roughly 80% of those distributors have revenues under \$100M per year.

"Microsoft Dynamics GP has a long standing history supporting distributors in the US and Canada," explains Bill Knapp, President of vSync. "We believe it is one of Microsoft Dynamics' leading segments for installations. Our research estimates that Microsoft Dynamics GP is installed at nearly 5,000 distribution sites in the US. Our alliance is designed to benefit this significant and vital segment as well as their Microsoft Dynamics GP Value Added Resellers." The Distribution Industry Alliance will provide a "collective" distribution solution for Microsoft Dynamics GP addressing processes such as Vendor Price Management, Catch Weights, Inventory Management, Warehouse Management, Product Catalogs, E-Commerce, Demand Planning, EDI and Shipping Compliance. The alliance will provide standard integrations as required to these complimentary solutions which can be sold together or in combination according to the customer's needs.

"The Distribution Alliance is a great example of the ingenuity of our Independent Software Providers," says Michael Shoemaker, Distribution Industry Manager for Microsoft. "Microsoft Dynamics GP is already a leading business system in the distribution industry, however we rely on partners like these to offer niche solutions to the market so that customers can choose best-of-breed offerings that meet their requirements. The Distribution Industry Alliance provides a type of bundled solution that currently doesn't exist from one provider in the market."

Collectively, the alliance supports more than 1200 customers using two or more products from alliance members.

Caribou Coffee, a provider of gourmet coffee products located in Minneapolis, Minnesota agrees that the partnership would provide companies with a new approach in selecting complementary software providers for ERP solutions.

"A solution approach like the Distribution Industry Alliance is definitely beneficial in making the case for which sets of solutions will work best for any given environment. Knowing that existing solutions already work together to bring about integrated supply chain processing makes the decision easier when you are contemplating which third party solutions to use," said Henry Stein, Vice President of Business Development for Caribou Coffee.

Todd Driscoll, Distribution Manager of Screenlife, LLC, the distributor of the popular Scene It? games added, "An alliance approach would provide companies with a team of supply chain experts that add tremendous value in

specific areas filling in the gaps between our vendors & third party warehouse solutions. Often when you implement third party solutions and something goes wrong, you lose the accountability of who will fix, address or support a problem. The Distribution Industry Alliance removes this obstacle and shortens implementation time which will save companies time and money.”

About Accellos – Contact: Ross Elliott, 719.433.7000 ross.elliott@accellos.com www.accellos.com

Accellos is a global provider of warehouse management, 3PL, logistics, transportation and mobile fleet management solutions. Our powerful supply-chain execution solutions are easy to customize and implement, providing our customers with more innovation for less investment and producing significant savings and greater profitability.

About Azox – Contact: Bernie Huang, 734.928.6000 bhuang@azox.com www.azox.com

Known as the leading eCommerce Solution Provider for Microsoft Dynamics GP, Azox produces world-class solution in three areas: eCommerce, ePayment Solutions, and Dynamics Extensions. We develop and market software for the Microsoft Dynamics product line.

About RockySoft – Contact: Jeffrey Porter, 877.277.0868 x 105 jporter@rockysoft.com www.rockysoft.com

RockySoft specializes in easy to use, fast to implement inventory management applications for distributors and manufacturers. The company provides a powerful exception based planning system, to streamline forecasting, automate inventory sizing, replenishment planning, sales and operations planning, supplier management, and EDI deployed Vendor Managed Inventory 'VMI/EDI'. RockySoft offers more than forecasting and procurement software, professional services are the foundations for our successful implementations. The RockySoft team members are first and foremost inventory practitioners. RockySoft collectively manages approximately one half billion dollars of inventory, over one million SKUS for Microsoft Dynamics GP clients and ten thousand purchase orders per month. The team at RockySoft integrates best practices, in the leading inventory management suite Designed for mid-market businesses.

About Trinity – Contact: Alan Williams, 734.928.6005 alanwilliams@trinitycomputers.co.uk www.trinitycomputers.co.uk

Established in 1975, Trinity Computer Services Ltd is a leading Microsoft Business Solutions partner dedicated to providing innovative and functionally rich software Wholesale Distribution sectors. Trinity's solutions are based upon Microsoft Dynamics GP software to provide a versatile business system encompassing a range of capabilities including Sales Order Processing, Supply Chain Management, Inventory Control, Financial Accounting, e-Commerce and Business Analytics.

About vSync - Contact: Lisa Steinhart, 877.805.8388 lsteinhart@vsync.com www.vsync.com

vSync provides EDI and fulfillment Compliance solutions for Microsoft Dynamics™ GP. Using vSync solutions, Microsoft Dynamics GP is enabled to receive, process, and generate customer-required EDI documents. More than just transaction processing, vSync solutions add rules-based processing functions that enable suppliers to track, manage and process customer specific data requirements and processes. vSync extends supply chain functionality with the addition of vShip, a fulfillment and shipping application that is integrated for Microsoft Dynamics GP. vShip enables the capture of container details, pack verification, and shipment rating to streamline the fulfillment process, reduce manual entry of data, and provide customer-specific data required for supply chain compliance.