

## ERP Software Developer Apprise Software Expands Footprint into Europe

Czech Republic office to increase software support and services for global consumer goods companies

**BETHLEHEM, PA -- October 7, 2010** — Apprise Software, Inc., developer of Apprise® enterprise resource planning (ERP) software for global consumer goods manufacturers and distributors, today announced it has opened its first European office in Brno, the Czech Republic. The addition of the Brno office will enable the company to better serve its global customers through support, programming, EDI and sales operations directly in Europe.

“Consumer goods companies in North America, Asia, Europe and Australia have been relying on Apprise to meet their enterprise-wide supply chain needs for years,” said Jeff Broadhurst, president. “Our new Brno office will make it easier to support multi-national companies doing business in Europe through our award-winning enterprise application.”

“We are delighted that Apprise Software chose the Czech Republic as the location for their new office in Europe,” says Miroslav Krizek, CEO of CzechInvest – a governmental agency that helped Apprise settle in the Czech Republic. “Brno, the Czech Republic’s second largest city, is also the home of several great technical universities and a European hub for software support and development.”

Current plans for the Brno office include the hiring of 100 team members. The North American-based supply chain management software developer also has offices in Nanjing, China and Melbourne, Australia.

Apprise is a multi-national, multi-lingual, consumer goods software application that makes it easy for consumer goods companies to conduct global business. The ERP software application is available in more than a half-dozen language sets to meet the operational and reporting needs of companies doing business in Europe, the Asia Pacific, South America and North America.

“Over the last decade, Apprise Software has continually expanded geographically. Our newest office in the Czech Republic provides excellent support for the European operations of our customers,” said Broadhurst.

### About Apprise Software, Inc.

Founded in 1984, and with offices in North America, China, Australia and the Czech Republic, Apprise Software is a leading provider of enterprise-wide supply chain management solutions for consumer goods manufacturers and distributors. Leveraging the latest technologies – such as Microsoft® .NET, wireless warehouse solutions and RFID – along with industry best practices, Apprise Software provides ERP and supply chain management software solutions for consumer goods manufacturers and distributors 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 [www.apprise.com](http://www.apprise.com).

#### Contact:

Sheila Caballero  
Apprise Software, Inc.  
3101 Emrick Boulevard, Suite 301  
Bethlehem, PA 18020  
(610) 991-3900  
[Sheila.Caballero@apprise.com](mailto:Sheila.Caballero@apprise.com)