



## PRESS RELEASE

### FOR IMMEDIATE RELEASE

#### Golden State Foods- major supplier to McDonalds Selects RFgen for JD Edwards Data Collection

**EL DORADO HILLS, CA – April 3, 2007** – The DataMAX Software Group, Inc., a leader in Automated Data Collection Software with 2,000+ installations worldwide, has announced **Golden State Foods selected RFgen JD Edwards Integration Suite** for their data collection requirements. Located in Irving CA, in 1967 Golden State Foods became a primary supplier to McDonald's and has become one of the largest diversified suppliers to the foodservice industry, servicing more than 20,000 restaurants from four continents. Founded in 1947, the \$3 billion Company is value based with proven performance in superior quality and customer service in both manufacturing and distribution. With approximately 3,000 employees worldwide, GSF's core businesses include: processing and distribution of liquid products, meat products, produce, bakery and other services, providing a variety of networked solutions for the total supply chain spectrum. The Company also runs the GSF Foundation for kids, a non-profit organization to help children and families in need.

Golden State Foods was seeking a Data Collection solution that could be easily and seamlessly integrated to their existing **JD Edwards World ERP** system. The **RFgen JD Edwards 'Open Source Transactions'** especially intrigued them. They were able to take advantage of DataMAX's "Out of the Box" solution for the JD Edwards Pick, Pack, Ship, Receiving and Inventory modules. The fact that RFgen does not require any code changes to the ERP system was also important to GSF. This unique approach was desirable for GSF who sought to increase productivity and accuracy while obtaining a **lower Total Cost of Ownership** when compared to other solutions available for JD Edwards data collection.

#### **About the DataMAX Software Group, Inc.**

In business since 1983, software from the DataMAX Group has a proven track record of success when it comes to designing, implementing and deploying wireless and mobile solutions. RFgen enabled solutions can be found in over half of all Fortune 100 manufacturing companies as well as in numerous mid-level and smaller enterprises. DataMAX's flagship product, the RFgen Framework, is a system for delivering wireless and mobile automated data capture solutions. Whether the target is distribution, manufacturing, retail, agriculture, pharmaceuticals, healthcare, or something else, RFgen is flexible enough to meet your unique requirements. A Certified Oracle, SAP and Microsoft Partner, DataMAX is a leading provider of Automated Data Collection Software Solutions, Transaction Suites, and Services to major corporations in the United States, Europe, and Asia. RFgen Software is installed and supported worldwide by 125+ associated resellers and partners.

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