



## PRESS RELEASE

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#### RFgen Software – Chateau Ste. Michelle Wine Estates Selects **RFgen** for JD Edwards Data Collection

**EL DORADO HILLS, CA – November 22, 2007** – The DataMAX Software Group, Inc., a leader in Automated Data Collection Software with over 2,000 installations worldwide, has announced **Chateau Ste. Michelle Wine Estates selected RFgen JD Edwards Integration Suite** for their data collection requirements. Headquartered in Woodinville WA, they are state's oldest and most acclaimed winery offering award-winning wines and a tasting experience second to none at their chateau and historic grounds near Seattle. The winery combines Old World winemaking tradition with New World innovation. Their main brands include: Ethos, Artist Series, Single Vineyards, Indian Wells Series, Columbia Valley and Eroica.

Ste. Michelle was seeking a Data Collection solution that could be easily and seamlessly integrated to their existing **JD Edwards World** system. The **RFgen JD Edwards Open Source Transactions** especially intrigued them. They were able to take advantage of our “Out of the Box” solutions to meet their wine blending tracking needs. The fact that RFgen does not require any code changes to the ERP system was also important to the vintner. This unique approach was desirable for St. Michelle 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. With their in-house JDE expertise and VBA programming skills, they were able to approach the implementation process with minimal assistance from RFgen- the result is an extremely low implementation cost, and greater understanding and control of the final solution.

#### **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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