



ANNOUNCEMENT

PRESS RELEASE

Menu Foods – Chooses RFgen Data Collection Software for Reliable Product Tracking and Lot Traceability

EL DORADO HILLS, CA – January 10, 2007 – The DataMAX Software Group, Inc., a leader in Automated Data Collection Software with over 2,000+ installations worldwide, announced **Menu Foods selection of the RFgen JD Edwards Integration Suite** for their Oracle based data collection system.

Menu Foods is a leading North American private-label/contract manufacturer of pet food products sold by supermarket retailers, mass merchandisers, pet specialty retailers and other retail and wholesale outlets. Menu Foods is a private-label pet food manufacturer to 17 of the top 20 North American retailers as well as leading pet specialty retailers in North America. Menu has secured these customers by developing, where appropriate, comprehensive private-label programs with products comparable to the leading national branded manufacturer's offerings.

Menu Foods distribution channels are vast including their 3 plants shipments between themselves, and then onto various major retailers in the US and Canada. Customers' orders are assigned for shipping purposes to one of Menu's three plant locations. Certain products are shipped between plants in order to more efficiently manage shipments to large customers by combining products produced in different plants into a single customer shipment. Menu produces a variety of pet products in a various steel and pouch container sizes.

Menu Foods current custom data collection system was only integrated with JDE in a batch form that constantly posed data integrity issues. A recent nasty and costly product recall reinforced the inefficiencies of their existing data collection system, it did not have the lot traceability and shipment tracking they required. Menu Foods needed assurance with a proven successful data collection solution that would provide real time integration for their manufacturing, warehouse management, inventory control, inbound purchase order receipts, pick/pack/ship, and license plating. After careful vendor research, they chose RFgen's JD Edwards Integration Suite – a successfully proven solution that will allow them to gain total lot traceability, efficiency, and a real-time integrations system to their JD Edwards Enterprise One operating system.

The implementation plan is scheduled over a 4 month period starting this month. Following a detailed Business Analysis Workshop, it was determined 300 hours would be required to install RFgen and various data collection hardware units and label printers into four facilities (two in Canada, and two in the United States).

About the DataMAX Software Group, Inc.

Founded in 1995, the DataMAX Software Group, Inc. is a Certified **Oracle**, **SAP** and **Microsoft** Partner and is a leading provider of Automated Data Collection Software Solutions, Transaction Suites, and Services to major corporations in the United States, Europe, and Asia. DataMAX's RFgen Software is installed and supported worldwide by 125+ associated resellers and partners.

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Other product and company names mentioned herein are the property of their respective owners.

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