

**ANNOUNCEMENT****PRESS RELEASE****Regal Confections – Real-time Information Delivered with RFgen’s Certified JD Edward Data Collection Software****EL DORADO HILLS, CA – July 23, 2010**

The DataMAX Software Group, Inc., a leader in Automated Data Collection Software, announces Regal Confections decision to implement RFgen as their Data Collection Solution. Regal Confections has a golden opportunity to dramatically improve their accuracy and efficiency by implementing data collection along with their new JD Edward E1, 9.0 System. After careful research, Regal Confections determined the RFgen Certified JD Edward Solution was the clear choice. With 2500 worldwide installations, RFgen was found not only to be reputable and cost effective, but invaluable with their open source, pre-built JD Edward transactions.



Originally Regal Confection had no up-to-the minute visibility of their inventory. Relying primarily on manual processes for inventory movement, kitting, and shipping, their demand for an automated data collection solution was obvious. Once implemented, the new automated data collection solution integrated with JD Edwards will launch them to heightened levels of improved accuracy and increased productivity.

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RFgen Software offers their management team, and IT personnel open source, pre-built transactions for inventory, license plating, pick and ship, purchase order receiving, and manufacturing allowing for real-time visibility throughout their organization offering valued benefits to all departments. With so many transactions integrating with their JD Edward implementation, a project timeline has been established for a “go live” date in 2011 for their 100,000 square foot Toronto facility. Future implementations include roll outs to Montreal and later Calgary.

Regal Confections, founded in 1962, is a leader in distribution, packaging and manufacturing of quality chocolate and non-chocolate confectionary products. Regal operates 4 distribution centers across Canada, namely in St-John’s, Montréal, Toronto, and Calgary. Their infrastructure allows Regal to service all trade classes in the Canadian marketplace. Regal Confections distributes such well known brands as Double Bubble, Comet, McCormicks, Pez, Rockets, Tootsie Rolls, and Willy Wonka. In addition, they market a wide variety of products under special licensing agreements like Marvel, Disney, Dreamworks, Fox and Warner Brothers.

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. With over 2500 worldwide installations, RFgen is a reputable leader in automated data collection solutions. DataMAX’s RFgen Software is installed and supported worldwide by 125+ associated resellers and partners.

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