



ANNOUNCEMENT

PRESS RELEASE

Simplot Food Group – Increases Raw Material Handling Efficiency by Integrating RFgen JD Edwards Certified Data Collection Software



EL DORADO HILLS, CA – March 8, 2010

The DataMAX Software Group, Inc., a leader in Automated Data Collection Software with over 2,500 installations worldwide, announces Simplot Food Group's selection of the RFgen Certified JD Edward Wireless and Mobile Data Collection Software to increase raw material handling efficiencies, and ultimately improve operating costs.

Simplot Food Group required a JD Edward based data collection solution. Currently relying on a previous RFgen Software installation at their Agribusiness facilities used to capture plant maintenance, purchase order and inventory transactions, it was an obvious choice to implement the RFgen solution at this new facility. Within a few short weeks, Simplot was issuing and accounting for all the raw material components at the Simplot Food Group Division. Exceeding original time expectations, RFgen rapidly deployed their pre-built transactions for purchase order receipts and production work orders. RFgen's wireless, barcode solution manages Simplot's data collection and tracking for all internally issued raw materials, providing improved accuracy and increased productivity.

Having been an RFgen customer for the last four years, Simplot was impressed again with the minimal development time, professionalism, and overall success of the project implementation.

For more than 50 years, Simplot has provided the food service industry with the best in labor-saving, value-added foods, from their full line of potato products to their groundbreaking RoastWorks[®] line. With McDonald's as one of their largest customers, Simplot is a company counted on for quality and innovation. At Simplot, they also offer creative resources for foodservice solutions.

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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