



Loftware Extends Market Leadership in Oracle Applications

Releases the Most Powerful Label Printing Solution for Oracle Applications, Loftware Connector for Oracle 4.0

Portsmouth, NH – November 10, 2011 – Loftware Inc., the foremost authority and global software leader in Enterprise Lifecycle Printing (ELP), is proud to announce the newest release of their Connector for Oracle® 4.0. The Loftware Connector for Oracle 4.0 offers Oracle customers the next level of innovation by supporting industry-specific regulatory and compliance requirements and customer-specific labeling demands through enhanced business logic capabilities and expanded database support.

The Loftware Connector for Oracle offers enterprise-level connectivity to all business-critical Oracle applications. Hundreds of companies use the Loftware Connector for Oracle to centralize control of their label printing functions. The Connector's seamless, pre-built integration leverages configurable business logic to produce labels that meet customer, market, and regulatory requirements.

Leading companies, across all industries have implemented the Loftware Connector for Oracle and immediately benefited from a demonstrable ROI. Empowered to quickly react to evolving customer labeling needs, customers can avoid fines and brand issues that often result from mislabeling. Version 4.0 offers leading-edge features that include:

- **Enhanced Business Logic** enables customers to have limitless flexibility in 'ordering' and 'chaining' business rules, while offering expanded capabilities to trigger business rules based on incoming variable data from Oracle applications.
- **Updated Administration and Management Capabilities** offer improved productivity via an updated and more intuitive look and feel, while enabling greater control of business rule management.



- **Expanded Database Support** allows customers to deploy the Connector via Oracle Database 11g.

“Loftware’s commitment to users of Oracle Applications, including WMS and MSCA, is unrivaled,” commented Josh Roffman, Vice President of Marketing and Product Management at Loftware. “The Loftware Connector for Oracle 4.0 provides customers with an unheralded ability to meet the most complex labeling challenges by leveraging business logic that is more powerful than ever.”

Loftware Connector for Oracle 4.0 is available to customers at no additional charge.

About Loftware

Loftware is the foremost authority and global market software leader in Enterprise Lifecycle Printing (ELP). ELP is a category of software that enables a holistic approach to barcode labeling, documents, and RFID Smart tags integrated into an enterprise’s application infrastructure across the entire supply chain. Loftware’s ‘no programming required’ approach leverages existing data processes to ensure a harmonization of product information from design to delivery. By eliminating redundant data sources, Loftware delivers agile and compliant solutions that offer high-volume print capabilities for SAP, Oracle and legacy systems. In all, Loftware has enabled over 5,000 organizations to quickly develop and deploy complex label and document printing integration with unprecedented domain expertise. Learn more about Loftware by visiting www.loftware.com.