

Loftware Appoints Senior Executives Mark Wick and Josh Roffman to Management Team

A track record of building industry-leading companies

PORTSMOUTH, NH – November 23, 2010 – Loftware, the foremost authority and global market leader in Enterprise Print Lifecycle Management (EPLM) has appointed Mark Wick to Vice President of Software Development and Josh Roffman to Vice President of Marketing and Product Management. “Mark and Josh have a track record of building industry leading companies, they possess exceptional technology, product, and marketing leadership skills making them ideally suited to manage the increasing global demand for our solutions,” said Robert O’Connor, Jr., Loftware’s President and Chief Executive Officer. “I am confident their contributions will play a significant role in Loftware’s continued growth and industry leadership.”

Acknowledging the significant accomplishments and industry experiences both executives bring to their roles, Mr. O’Connor noted they are joining the company at a time when Loftware is experiencing significant growth and worldwide expansion of its labeling, document, and RFID solutions.

Mr. Wick, Vice President of Software Development, oversees the architectural vision, design and development of Loftware solutions. He brings over 20 years experience in architecting and delivering world-class Supply Chain and Enterprise Application Integration software. Before joining Loftware, Mr. Wick was a founder and Senior Vice President of Blue Agave Software which was acquired by i2 Technologies. While at Oberon Software, Mr. Wick served as Vice President of Engineering and oversaw the development of Prospero, the first Enterprise Application Integration (EAI) product introduced to the market.

“Loftware has a reputation with customers for delivering innovative, quality, and scalable products. The strength of Loftware’s technology is a differentiator in providing solutions that are designed for easy implementation and integration with enterprise applications that range from ERP, Supply Chain, to PLM and ECM applications,” said Mr. Wick. “I’m looking forward to furthering Loftware’s record of delivering quality products that leverage the technology and architecture that complement our customer’s enterprise infrastructures.”

As Vice President of Marketing and Product Management, Mr. Roffman manages Loftware’s corporate marketing initiatives and leads the execution of Loftware’s product strategy. Prior to joining Loftware, Mr. Roffman served as Vice President of Products at AFS Financial Solutions where he was responsible for driving product strategy, positioning, and marketing programs. Previously at Softrax Corporation, he directed the product marketing and management organizations and spearheaded the introduction of its next-generation enterprise revenue management solution. Mr. Roffman also served as Director of Product Management at Infoseek, an internet search engine pioneer.

“With thousands of customers spanning more than twenty major industries, proven solutions built to natively integrate to enterprise applications and strong partnerships with top organizations like Oracle and SAP, Loftware is uniquely positioned for leadership in the marketplace,” said Mr. Roffman. “It is a great time to join Loftware and build upon the foundation of strongest products, deepest domain expertise, and the best customer base in the industry.”

About Loftware

Loftware is the foremost authority and global market software leader in delivering innovative business solutions for meeting a company's enterprise labeling requirements. Loftware's enterprise label and print management software suites enable over 5,000 organizations running major ERP, supply chain and warehouse management applications from SAP, Oracle and other vendors to quickly develop and deploy complex barcode label and RFID smart label tags. Loftware also offers a full range of direct consultative and implementation services, reducing overall system delivery times and increasing efficiencies. Learn more about Loftware by visiting www.loftware.com.

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