

Robert O'Connor, a Proven Software Company Executive, Joins Loftware as President and Chief Executive Officer

Loftware Well-Positioned for Continued Growth with New Leadership

PORTSMOUTH, NH – March 15, 2010 – Loftware, Inc., announced today that software industry veteran Robert O'Connor has joined the Company as President and Chief Executive Officer. Over the past 25 years, Mr. O'Connor has established a national reputation in the software industry for outstanding corporate management that has consistently and repeatedly seen the organizations he leads attain their highest potential in terms of accelerated growth and competitive standing. His appointment, by Mr. Ed Irwin, Managing Partner at Shore Points Capital, Loftware's lead investor, comes after an extensive search resulting from the planned retirement of former President and CEO Eric Anderson. Mr. Anderson, who joined Loftware as CEO in 1995, will remain on the Board of Directors of Loftware.

"There's no question that Eric's retirement marks the end of an era for Loftware" said Mr. Irwin. "The Company's success to date is a testament to his vision and the high standards he set for everyone and everything associated with Loftware." Commenting on the hiring of Robert O'Connor, Mr. Irwin added that "Mr. O'Connor stood out among a number of strong candidates we considered in our search. With the experience, leadership and innovative perspectives that he brings, combined with a strong organization already in place, we are confident that Loftware will continue to be a major and growing force providing critical label printing solutions to supply chain business applications."

In embracing this new position, Mr. O'Connor said, "Loftware today, due in large part to Eric Anderson's sustained leadership, is a well-positioned and profitable company with thousands of customers and partners worldwide. A large percentage of our customers have been using the Loftware label printing platform in production for years and as a result, Loftware has built a strong reputation for delivering risk-free solutions with a significant ROI. Leveraging this solid foundation, Loftware is now poised for significant growth addressing the increased requirements associated with the production of printed labels. Loftware could not be better positioned to address these needs head on."

Mr. O'Connor has achieved a proven track record of success in company leadership, market development, sales execution, product strategy, software development, strategic partnerships and company funding. Prior to assuming his new role at Loftware, Mr. O'Connor served as President and Chief Executive Officer of Softrax Corporation, an enterprise software company that he led from inception to acquisition. Under his leadership, Softrax became the leading provider of billing and revenue management applications to hundreds of high technology companies throughout the world. He was responsible for articulating the company's initial vision, securing venture capital funding and executing a clear strategy of market and customer focus that led to significant growth that positioned Softrax for industry leadership.

Before Softrax Mr. O'Connor has held several other senior executive positions including CEO at RBS Group. A graduate of Georgetown University who also received a MBA from the University of Connecticut, he has been widely recognized for his achievements and contributions, including the Ernst & Young Entrepreneur of the Year Finalist Award.

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 Printing Lifecycle Management (EPLM) software suite enables organizations running Oracle®, SAP®, other major ERP, supply chain and warehouse management, ECM and PLM applications to quickly develop and deploy complex barcode labels and RFID smart label tags. Loftware 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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