



Loftware Attends the Oracle Health Sciences Innovation Forum in London on March 22nd – 23rd, 2011

March 19, 2011— Portsmouth, NH – Loftware, Inc., an Oracle Validated Integration (OVI) certified solution provider has announced its participation at the Oracle Health Sciences Innovation Forum in London, England as a Gold Sponsor in the Partner Pavilion.

The **Oracle Health Sciences Innovation Forum in London** is a significant event for anyone in the Healthcare and Life Sciences industry. Customers and industry leaders from around the globe will discuss how the changing commercial model is forcing the industry to find new ways to approach and connect with customers while learning how technology can improve manufacturing efficiency and drive costs out of the supply chain.

The Oracle Health Sciences Innovation Forum 2011 is structured around 3 key words 'Connect, Collaborate, Cure.' Those words guide eight tracks which will investigate Healthcare and Life Sciences business challenges. Customers and industry thought leaders will discuss how Oracle's technology helps address each of these challenges.

Loftware is uniquely positioned in the life sciences space supporting hundreds of global medical device manufacturing companies, pharmaceuticals, healthcare and hospital organizations and biotechnology firms— each representing a highly-regulated industry requiring uniform labeling standards deployed as part of a customer’s validated systems and procedures. Additionally, implementing

.....

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, we deliver 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 <http://www.loftware.com>.



Loftware's Oracle Connector enables customers in Oracle specific environments to optimize their Oracle architecture and achieve maximum value for their investment.

.....

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, we deliver 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 <http://www.loftware.com>.