



Robert Rae Jr., Joins Loftware as Vice President of Sales and Business Development

Senior Executive Brings Track Record of Driving Revenue Growth to Loftware

Portsmouth, NH— December 9, 2011 – Loftware Inc., the foremost authority and global software leader in Enterprise Lifecycle Printing software, has appointed Robert Rae, Jr. as the Vice President of Sales and Business Development.

Mr. Rae brings nearly 30 years of sales and marketing management experience in the enterprise software industry with leading companies including StreamServe and SAP America. In his new role, Mr. Rae is responsible for global sales and business development strategies and manages Loftware's direct sales, inside sales, strategic partner and channel organizations.

"We are delighted to have Rob join Loftware's Executive Team," said Robert O'Connor, Jr. President and CEO of Loftware. "Rob brings a wealth of industry experience and a proven track record of building teams, meeting customer needs and exceeding revenue goals. Loftware is looking to build on our leadership position in the industry and Rob is the right person to lead our sales organizations in our next phase of growth."

Prior to joining Loftware, Mr. Rae served as the Senior Vice President of Worldwide Sales for StreamServe, where he helped to establish the Output Management provider as an industry leader, developed relationships with major partners including SAP and IBM and contributed to their successful acquisition by Open Text in 2010. Mr. Rae also served as a Global Account Executive for SAP America where he managed relationships with Fortune 1000 companies and contributed to SAP America's explosive growth from 1994 to 2004.

"Loftware stands alone in the industry with its ability to address mission critical business needs with global enterprise labeling solutions and unrivaled domain expertise," said Mr.



Rae, Loftware's Vice President of Sales and Business Development. "Loftware has thousands of global customers across all major industries; I'm thrilled with the opportunity to work closely with our customers and partners to assure they maximize the business value of our solutions and reach new levels of mutual success."

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.