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PRESS RELEASE

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Loftware Officially Launches Blog Devoted to GS1 Labeling in Healthcare

New Site about GS1 for Healthcare Supply Chain Executives and Others: Industry-First Online Community Initiative Features GS1 News, Views, Technologies, and Strategies to Prepare Major Companies for January 1, 2010, Global Deadline

Portsmouth, NH – July 21st, 2008 - Loftware, Inc., a 20 year leader in flexible and scalable label output management solutions worldwide, today announced the official debut of its new online community designed to advance the global understanding and speedier implementation in the healthcare industry of an emerging global standard for product identification and labeling. The new site, called [The Loftware Blog on GS1 and Healthcare](http://www.loftwareblog.com), at www.loftwareblog.com, the first of its kind on this topic in the industry, features information, news analysis, strategic insights, and leading industry views from Loftware and distinguished third parties on the subject of **GS1** which is both a leading global organization, and an overall labeling methodology, dedicated to the design and implementation of global standards and solutions for supply and demand chains across all industry sectors worldwide.

Loftware's blog focus on healthcare-specific devices, pharmaceuticals, and related products stems from the company's extensive executive experience in the healthcare sector as well as Loftware's view that the healthcare industry faces the most severe supply chain repercussions for failing to achieve the new standard and meet GS1's mandate for January 1, 2010 adoption. A commercial-free site, *The Loftware Blog on GS1 and Healthcare* has been in development for more than 90 days during which, in viral mode, it has captured a rapidly growing worldwide readership of leading supply chain and materials management executives in the healthcare industry.

Official Blog Site Launch Timed for AHRMM08 Annual Conference

With already more than 100 posts on topics ranging from future barcode symbology technology and FDA policy developments to global pharmaceutical market growth estimates and the growing number of sovereign countries worldwide mandating the GS1 standard, Loftware is launching the blog to coincide with one of the most important healthcare materials management trade events of the year: the [AHRMM Annual Conference](#).

The Association for Healthcare Resource & Materials Management (AHRMM) of the American Hospital Association is the premier organization for healthcare supply chain and materials management professionals. AHRMM strengthens the nation's healthcare supply chain by providing leadership, education, networking, and industry-specific resources to advance the field and enhance the professional development of its individual members.



Expert Assessment of the Growing Risks of Non-Compliance

"Major national and international medical device and products companies face a near-term deadline after which they risk their competitive advantage and market share growth due to barriers to emerging global markets, and delays in new product launch initiatives if their product labeling does not comply to the GS1 standard," said Christopher Little, Vice President of Marketing for Loftware. "This may not be the standard to end all standards, but as a Company that has specialized in and mastered labeling standards and technologies for over twenty years, we're confident at Loftware that GS1 will drive product marking in the global healthcare supply chain for at least the coming decade and beyond.

"GS1 is good news for medical equipment suppliers and consumers, but it also has to be managed so that there are no hiccups in adoption," continued Little. "GS1 has it covered with guides and resources but there's an enormous need for general GS1 news worldwide. Our blog is dedicated to being a go-to resource on GS1, GS1 labeling, GS1 barcodes, and the general healthcare setting in which GS1 and barcodes are deployed. It's lively, fresh and the focus is on relevance to our readership. Although promoted to date only virally, we already have a global readership, and I personally have received many emails thanking Loftware for this blog."

Although he began his career supporting ascent, orbit and descent simulations of the Space Shuttle program for NASA, Mr. Little has a long career in healthcare IT. He joined start-up Trinity Computing to create the world's first PC-based charting system for open-heart surgery, sold globally by 3M, and a variety of other clinical software products. After placing twice in Inc. Magazine's Top 100, the company was sold to DuPont. In 1990, he was recruited into Wyeth as Manager of Clinical Information Systems, where he oversaw the acquisition of several companies in key growth areas. In 1993, he joined the start-up Healthcare Communications as Vice President of Marketing and participated in #1 growth in sales according to Healthcare Informatics. The company was sold to Healthdyne. Subsequently, Mr. Little joined Lotus/IBM as Worldwide Healthcare Marketing Manager and grew the vertical market business three-fold. A co-founder at Health Language, Inc., Mr. Little worked two financing rounds and participated in record sales growth. He is a full member of HIMSS, AMIA, IEEE and AMA. He joined Loftware in 2006.

About Loftware

Loftware is the foremost authority and market software leader in delivering innovative business solutions for meeting a company's global labeling requirements. Loftware's enterprise output label and print management software suites enable organizations running Oracle®, SAP® and other major ERP, supply chain and warehouse management applications to quickly develop and deploy complex barcode label and RFID smart label tags. High volume printing capability and scalability provides immediate control over global labeling operations from one central instance, ensuring that compliancy requirements and uniformity of all labeling requirements are fulfilled. In addition, 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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