



Loftware Names 21-Year Supply Chain Management Executive to Lead U.K. Corporate Office

John Bradshaw to Oversee Loftware's Expanding Market Opportunities throughout Europe, the Middle East, and Africa (EMEA)

PORTSMOUTH, NH – Nov. 10th, 2009 – Loftware, Inc., announced today that its UK-based corporate office has appointed John Bradshaw to the senior position of Managing Director - EMEA. In this position, reporting to Loftware Senior Vice President of Sales and Marketing Michael Rennell, Mr. Bradshaw will apply his long term experience in the successful development and expansion of enterprise software vendors and consulting businesses across Europe. In a career spanning 21 years, Mr. Bradshaw has specialized in supply chain management software, multi-channel order management software, Enterprise Application Integration (EAI) and a wide variety of enterprise software technologies and services.

In commenting on the appointment, Mr. Rennell said, "It is clear from his experience and track record that John is a results-driven sales professional with the proven intelligence and creativity to significantly accelerate business growth in a region that is becoming more and more pivotal to our global strategic business interests. While Loftware has long enjoyed a strong presence throughout Europe, John's commitment to customer success will ensure that the EMEA growth is stronger than ever before in our history."

Mr. Bradshaw joins Loftware from Manhattan Associates (MA), a global leader in warehouse management software (WMS). Prior to MA he was the founder and Managing Director of aJentia, an innovative sales outsourcer for enterprise software and consulting startups looking to enter the European marketplace. Earlier, he served as UK Sales Director for Marrakech, a leading Software as a Service (SaaS) eProcurement provider where he helped secure a successful exit strategy for its investors. In previous roles, Mr. Bradshaw served as the Sales Director, Retail and Distribution for Yantra Corporation, the global leader of multi-channel order management software; and as Vice President, EMEA; he co-founded the European operation of Canopy International which specialized in Enterprise Application Integration (EAI).

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. 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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