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PRESS RELEASE

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## **New Loftware Connector® for SAP® Applications Introduces Powerful Integration Innovation**

*First to offer complete native integration with SAP Application Controls*

Portsmouth, New Hampshire – February 26, 2008 - Loftware, Inc., a 20 year leader in flexible and scalable label output management solutions, today announced the Loftware Connector® for SAP® Applications software solution which now provides the widest range of SAP integration options available from any vendor in the industry. This latest version 1.5 provides a solid, enterprise-class solution for reliable, scalable, high-speed connectivity between SAP applications and a label printer network using the most powerful innovation in the industry: the new SAP spooling integration feature. As a result, the Connector creates a single, integrated, SAP-driven label output management solution out of multiple heterogeneous printers and printer networks, whether or not those printers are located near the SAP instance or dispersed globally.

“The Connector is still a ‘no coding required’ solution,” said Eric Anderson, CEO and President of Loftware, Inc. “Now you can manage your label production directly from your SAP queue management tools that you already use today. The Loftware software creates and completes the exactly required compliant label, and updates the print job status for review and management directly in the SAP spooler queue.”

Anderson continued, “Now you can have a centralized configuration and label output management control point for all warehouse and supply locations, worldwide, and view the label production from within the SAP spooler.”

### **About Loftware**

Loftware solves the ‘last mile’ connectivity problem of connecting your IT and your label printers. It provides premier identification software to label products and goods manufactured and distributed throughout a company’s global supply chain. Loftware’s scalable applications operate in conjunction with corporate business ERP and Warehouse Management business systems without expensive and disruptive coding changes. Learn more about Loftware by visiting [www.loftware.com](http://www.loftware.com).

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