



## ANNOUNCEMENT

### PRESS RELEASE

#### **Sun-Brite Foods, Inc. – Purchases RFgen Data Collection for Inventory and Manufacturing Management**

**EL DORADO HILLS, CA – April 20, 2008** – The DataMAX Software Group, Inc., a leader in Wireless Automated Data Collection Software with over 2,000+ installations worldwide, announced Sun-Brite's decision to purchase RFgen for their inventory and manufacturing management solution to integrate with JD Edwards A7.3.

Sun-Brite Foods provides high quality canned food products to the food industry throughout North America. Starting in 1973 with tomatoes, the company has grown into a large operation packaging various tomato and bean products, and acquiring other companies such as Unico their largest customer. Currently Sun -Brite is installing new equipment and expanding their large (153,000 and 142,000 square foot) warehouse facilities to incorporate their business growth.

Sun-Brite decided the time was right to implement an automatic, wireless data collection solution. With their increasing business, customer base and operations, the need for accurate inventory and manufacturing data was more critical than ever before. Sun-Brite chose RFgen Data Collection Solutions. Their objective was to enhance the operations by implementing an advanced data collection solution in production, warehouse and shipping for better inventory accuracy and visibility.

Based on RFgen's JD Edwards experience, proven track record, and after comparing RFgen to other data collection suppliers, the decision was easy. In particular, the IT and Operation Managers at Sun-Brite Foods were interested in RFgen's JD Edwards open source transactions, and knowledge transfer program allowing them to self-maintain and easily develop custom solutions. One of the biggest advantages in choosing RFgen for Sun-Brite was the fact it will grow with the company's organizational goals as well as JD Edwards system upgrades. Lino Noguera, IT Manager, found the training and support to be invaluable. "I am excited to be working with RFgen, and the options that are available besides just inventory and manufacturing management. I am already developing ideas for a field service application."

#### **About the DataMAX Software Group, Inc.**

Founded in 1995, the DataMAX Software Group, Inc. is a Certified **Oracle**, **SAP** and **Microsoft** Partner and is a leading provider of Automated Data Collection Software Solutions, Transaction Suites, and Services to major corporations in the United States, Europe, and Asia. DataMAX's RFgen Software is installed and supported worldwide by 125+ partners and associated resellers.

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