

ProWare and Intelleflex Optimize the Delivery, Tracking and Monitoring of Perishable Foods

Integrated Solution Helps Growers, Distributors and Retailers Improve Operations, Reduce Shrink and Maximize Fresh Produce Revenues – On Display at PMA's Fresh Summit

Produce Marketing Association Fresh Summit, Orlando, FL, October 15, 2010 – ProWare Services, LLC and Intelleflex Corporation have partnered to optimize the delivery, tracking and monitoring of perishable foods. Together, the companies' integrated cold chain monitoring products and IT services help growers, packers/shippers, distributors, and retailers improve operations, reduce shrink and maximize fresh produce revenues. ProWare and Intelleflex will demonstrate end-to-end cold chain management solutions at PMA's Fresh Summit International Convention and Exposition, October 15-18, in Orlando.

Maintaining proper temperature, handling and tracking of fresh produce – together with accurate accounting and process controls every step of the way – from the field to the distributor and retail grocer is critical to maintaining product quality and freshness. Intelleflex® in-transit temperature monitoring, in concert with AgWare™ ERP from ProWare Services, helps growers, distributors and retailers track and manage their perishable produce. The lack of on-demand visibility of a product's location and condition – and integration of this information with a company's ERP system – is a leading cause of lost revenue. Without this visibility, growers and processors cannot make on-demand decisions throughout the cold chain, which would help them identify trends relating to suppliers, manage costs in real-time, improve customer satisfaction, and increase brand loyalty.

Monitoring and tracking produce temperature history enables growers, distributors and retailers to calculate the remaining shelf life and is the basis for implementing FEFO (First Expiry, First Out) inventory management. This

practice maximizes the value of harvested produce by allowing better management of distribution, in turn providing predictable product quality for retail customers and increased supplier revenue.

ProWare provides complete consulting and system integration services to support the effective implementation and support of its AgWare ERP solutions. AgWare has been deployed in the agricultural community since 1999. Intellex Extended Capability RFID™ temperature monitoring tags and readers provide on-demand visibility of the produce's condition – without the need to unpack the pallet or unload the trailer – thereby ensuring high quality and maximum shelf life.

To learn more about ProWare's solutions for maximizing the quality of the cold supply chain, stop by Booth 2493 at PMA Fresh Summit 2010.

About ProWare Services, LLC.

ProWare Services, LLC. is a software services company focused on providing solutions for the perishable foods, seafood, and floral industries. The company's center of concentration remains on supply chain products and services that are affordable to small–mid-sized growers, packer/shippers, brokers, and distributors. ProWare's staff provides complete consulting and system integration services to support the effective implementation and long term support of these solutions. AgWare™, ProWare Services' flagship product has been a mature and stable platform deployed in the agricultural community since 1999. ProWare Services provides un-paralleled products, services with commitment and integrity. For further information contact Don Walborn at (813) 752-7952 or Don.Walborn@ProWareServices.com

About Intellex

Intellex is the leader in Extended Capability RFID solutions. Intellex XC3 Technology enables on-demand visibility for tracking and temperature monitoring solutions for perishable foods, pharmaceuticals and biologics, asset tracking, vehicle/yard management, security and access control, and other applications. For more information, please visit www.intellex.com.