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ASAP Automation Attains Gold Certified Partner Status in Microsoft Partner Program

ASAP Automation Further Distinguishes Itself by Earning a Microsoft Competency in Mobility Solutions

Louisville, KY — July 9, 2007 ASAP Automation, today announced it has attained Gold Certified Partner status in the Microsoft Partner Program with a competency in Mobility Solutions, recognizing ASAP Automation's expertise and impact in the technology marketplace. As a Gold Certified Partner, ASAP Automation has demonstrated expertise with Microsoft technologies and proven ability to meet customers' needs. Microsoft Gold Certified Partners receive a rich set of benefits, including access, training and support, giving them a competitive advantage in the channel.

ASAP Automation provides supply chain execution software and automation technologies to distribution and manufacturing companies. We take a modular approach whether its supply chain software, material handling automation or a combination of both that is required. Our supply chain software can be implemented to work independently or can be integrated with existing systems as well as with material handling technology. ASAP Automation also provides and integrates a variety of automation technologies in developing efficient solutions for customers. Selecting the right supply chain management solution is not the end of the process it is the beginning. ASAP Automation works closely with customers to see the technology selected is well implemented and supported.

"We are extremely pleased to have attained Gold Certified Partner status in the Microsoft Partner Program. This allows us to clearly promote our expertise and relationship with Microsoft to our customers," said Damir Kantardzic, Vice President of Development. "The benefits provided through our Gold Certified Partner status will allow us to continue to enhance the offerings that we provide for customers."

"Customers are looking for partner companies that can bridge the gap between their business demands and technology capabilities," said Allison Watson, vice president of the Worldwide Partner Sales and Marketing Group at Microsoft Corp. "They need to trust in a company that can act as an expert adviser for their long-term strategic technology plans. Microsoft Gold Certified Partners, which have certified expertise and direct training and support from Microsoft, can build a positive customer experience with our technologies. Today, Microsoft recognizes ASAP Automation as a new Gold Certified Partner for demonstrating its expertise providing customer satisfaction using Microsoft products and technology."

As one of the requirements for attaining Gold Certified Partner status, ASAP Automation had to declare a Microsoft Competency. ASAP Automation declared Competency in Mobility Solutions. Microsoft Competencies are designed to help differentiate a partner's capabilities with specific Microsoft technologies to customers looking for a particular type of solution. Each competency has a unique set of requirements and benefits, formulated to accurately represent the specific skills and services that partners bring to the technology industry. Partners that attain the Mobility Solutions Competency have proven competency in developing and deploying Windows Mobile-based solutions and applications using Microsoft products including Windows Mobile software for Pocket PC and Smartphone, Windows CE, MapPoint, and AutoPC.

"Solutions competencies such as Mobility Solutions make it easier for partners to position their skills to customers, better align their business with Microsoft's marketing initiatives and form closer relationships with other partners," said John Traynor, director of business and partner marketing at Microsoft Corp. "By ensuring that our partners are proficient in delivering Windows Mobile-based solutions and applications more quickly and easily, we are able to help our partners provide solutions that enable customers to access information on the go, increasing employee productivity and customer response rates while reducing business cycles and, ultimately, costs."

The Microsoft Partner Program was launched in October 2003 and represents Microsoft's ongoing commitment to the success of partners worldwide. The program offers a single, integrated partnering framework that recognizes partner expertise, rewards the total impact that partners have in the technology marketplace, and delivers more value to help partners' businesses be successful.

ABOUT ASAP Automation - For over 17 years, ASAP Automation has been an industry leader in using advanced automation technologies and Supply Chain Execution Software (SCE) to help businesses execute their strategic goals. ASAP Automation is dedicated to creating advanced information systems for the automation of supply chain logistics. The innovative software products developed help companies throughout the world better compete in their individual markets and implement their strategic business goals. ASAP Automation's expertise is in the integration of information and material flow for distribution and manufacturing operations. For more information please see our website at www.asapauto.com.

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