



PRESS RELEASE



City'Super chooses RFgen for SAP Data Collection

EL DORADO HILLS, CA – June 16, 2008 – The DataMAX Software Group, Inc., a leader in Automated Data Collection Software, announces City'Super's decision to implement RFgen Data Collection Software. From their viewpoint, RFgen was the ideal solution to integrate with SAP for their warehouse and shop operations.

City'Super, located in Hong Kong and Taiwan, is a "Mega Lifestyle Specialty Store" that offers a "one-stop-shopping" experience, offering merchandise under two major categories - food and life. The Food Market is a gourmet-oriented supermarket with imported food products, including delicatessen, cheese and confectionery selections. The Life department is a mix of daily as well as specialty products, covering anything and everything from accessories, gifts and games to beauty and health care products, stationery and kitchenware.

City'Super was impressed with RFgen's mobile applications for SAP, which created an ideal environment for their business processes. With multiple locations, it was critical that City'Super automate the inventory, receiving and shipping operations in their warehouses and within their stores. RFgen's reliable data collection software quickly fit their requirements, while easily integrating with their SAP system. In particular, City'Super's IT Manager was pleased with RFgen's quick development time. RFgen was a solution that did not require any special customization in SAP to allow their mobile data collection to work.

CL Solutions, DataMAX's partner in China, successfully implemented RFgen for City'Super and provided professional, training, and maintenance services.

About the DataMAX Software Group, Inc.

In business since 1995, software from the DataMAX Group has a proven track record of success when it comes to designing, implementing and deploying wireless and mobile solutions with over 2,000 installations worldwide. RFgen enabled solutions can be found in over half of all Fortune 100 manufacturing companies as well as in numerous mid-level and smaller enterprises. DataMAX's flagship product, the RFgen Framework, is a system for delivering wireless and mobile automated data capture solutions. Whether the target is distribution, manufacturing, retail, agriculture, pharmaceuticals, healthcare, or something else, RFgen is flexible enough to meet your unique requirements. A Certified Oracle, SAP and Microsoft Partner, DataMAX is a leading provider of Automated Data Collection Software Solutions, Transaction Suites, and Services to major corporations in the United States, Europe, and Asia. RFgen Software is installed and supported worldwide by 125+ associated resellers and partners.

###

Other product and company names mentioned herein are the property of their respective owners.

Contact Information:

Daniela Ernst-Nelson, Marketing Director
The DataMAX Software Group, Inc.
5049 Robert J Mathews Pkwy – Suite 100
El Dorado Hills, CA 95762
PH: 916-939-4065 FAX: 916-939-4212
<http://sap.rfgen.com/>