

PFD Food Services Engages SolveIT Software to Carry Out Supply Chain Review

ADELAIDE, SOUTH AUSTRALIA, 28 January 2010 – SolveIT Software Pty Ltd, a leading provider of enterprise software for supply & demand optimisation and predictive modelling, announced today that it has signed a contract with PFD Food Services to conduct a comprehensive review of the company's end-to-end supply chain.

SolveIT Software has been working with PFD Food Services since early 2009 in the area of demand planning and replenishment optimisation. In October of 2009, SolveIT Software's Demand Planner and Replenishment Optimiser went live in PFD's South Australia operation, followed by a national roll-out that is currently underway. The deployed system takes into account the constraints, business rules, and complexities of inventory replenishment planning across more than 60 locations and 15,000 individual SKUs to provide users with optimised replenishment plans, accurate demand forecasts, and real-time reporting.

As a follow-on project, the supply chain review will focus on the development of a roadmap for achieving integrated supply chain visibility and optimisation across all PFD Food Services stakeholder groups, including transportation, warehousing, and sales & marketing.

"To provide our customers with best-in-class service, we have embarked on a journey with SolveIT Software to develop a best-in-class supply chain," said Ms Kerry Smith, Chief Executive Officer of PFD Food Services. "We look forward to expanding our relationship with SolveIT Software to help us identify, document, and capture opportunities within our end-to-end supply chain to improve our operation."

PFD Food Services is Australia's largest privately-owned food services company, distributing food products and related consumables to restaurants, hotels, and commercial kitchens throughout the country. With more than 2,000 employees, 67 strategically located warehouses, and annual turnover of approximately AUD \$1 billion, PFD Food Services covers more than 91% of the Australian population geographically. For more information about PFD Food Services, please visit www.PFDfoods.com.au

About SolveIT Software Pty Ltd

SolveIT Software Pty Ltd is an Australian company specialising in supply & demand optimisation. Founded upon the leading research of several world-renowned computer scientists and research organisations, we offer enterprise

software for advanced planning & scheduling, supply chain network optimisation, demand planning & optimisation, and predictive modelling. Our software applications are based on proprietary platforms for advanced optimisation, prediction, and what-if analysis, and can optimise production and supply chain activities on both a local (plant) and global (network) level. Customers include Rio Tinto, ABB Grain, Visy Industries, Pernod Ricard Pacific, Amcor, Incitec Pivot, ETSA Utilities, ElectraNet, PFD Food Services, Wilson Transformer Company, Dentsu Corporation, and the Australian Defense Science and Technology Organisation (DSTO). For more information about SolveIT Software, please visit www.SolveITSoftware.com

Forward-looking (safe harbor) statement

Statements made in this news release that relate to future plans, events or performances are forward-looking statements. Any statement containing words such as "believes", "plans", "expects" or "intends" and other statements which are not historical facts contained in this release are forward-looking, and these statements involve risks and uncertainties and are based on current expectations. Consequently, actual results could differ materially from the expectations expressed in these forward-looking statements.

###

Contact:

SolveIT Software Pty Ltd
Level 1, 99 Frome Street,
Adelaide, SA 5000
P.O. Box 3161, Adelaide, SA 5000
Phone: +61 8 8221-5533
Fax: +61 8 8221-5677
contact@solveitsoftware.com