

News Release

Date: December 7, 2006

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For Immediate Release

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WaudWare Expands into the U.S. PICS Makes its American Debut!

Brampton, Ontario – F. Charles Waud, president of Brampton-based WaudWare Incorporated, is pleased to announce the expansion of the WaudWare product line into the United States. WaudWare has successfully landed their first U.S. placement of **PICS** (Produce Inventory Control System) with a New York company located in the Hunts Point Food Terminal in New York City.

WaudWare's flagship software offering - **PICS** was specifically designed for businesses in the fast paced wholesale produce industry. PICS offers robust and reliable buying, selling, inventory, accounting, security and management functions that improve the profitability and performance of produce businesses – regardless of size. "The uniqueness of PICS is its affordability, user friendliness, and ability to keep up with businesses as they grow", says Waud.

WaudWare's expansion into the U.S. market represents the achievement of one of the company's strategic goals. According to Waud, "this acquisition positions us for tremendous growth - through the growing number of Canadian and U.S. PICS users; continued enhancement opportunities for PICS; and the ongoing development of PICS products, such as WebPICS – software that offers real time functionality over the Internet or Intranet using web browsers on desktops, laptops or wireless handheld computers."

WaudWare Incorporated was established in 1989 and specializes in software development for traditional P.C. networks, the Internet and hand-held devices. Winner of the City of Brampton - High Tech - Outstanding Business Achievement Award in 2003, WaudWare partners with customers in creative and innovative ways to develop, enhance, and fully support computerized business solutions.

"None of this would have been possible without the ongoing support and dedication of the WaudWare team. They are the heart and soul of the company and our most precious resource. They bring their talent and experience with them to work every day", reflects Waud and adds "I'm proud to say that WaudWare is known and highly regarded for our commitment to excellence in customer service".

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