

SOFTBRANDS DEMONSTRATES FURTHER COMMITMENT TO AMBITIOUS GROWTH BY ANNOUNCING TWO NEW SALES APPOINTMENTS

Submitted by: Pattison Mitchell Associates

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Press release

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Reading, Berkshire UK - October 18, 2004 - For immediate release:

SoftBrands, a global leader in enterprise software for businesses in the manufacturing and hospitality sectors, today announced the appointment of two senior sales managers.

The appointments support plans to further expand sales within the manufacturing industry in the Europe, Middle East and Africa (EMEA) regions. The development forms part of SoftBrands' global strategy to achieve significant growth and market leadership in the small to medium-size enterprise (SME) market.

Stuart Smalley is the newly appointed Director of Global Accounts, EMEA. Smalley was SoftBrands' Director of Sales UK. The expansion of global accounts is vital to the company's overall plans for growth. Around the world, the company's well-proven enterprise resource planning (ERP) system, Fourth Shift, is especially popular with the manufacturing subsidiaries of large multinational corporations.

SoftBrands customers at this level include many well-known corporate names such as Filtrona, GKN, Trelleborg, Oriflame, Molex and Electrolux. Smalley already has an excellent relationship with these key accounts, which will be invaluable in ensuring SoftBrands continues to offer the best possible combination of product, service and partnership.

Russell Twiss joins SoftBrands as Sales Director EMEA. He brings with him a highly successful record of sales in the United Kingdom, achieved over several years in a succession of leading ERP suppliers including most recently XKO, before that FrontStep (now Mapics) and other mid-market vendors.

Twiss will be responsible for managing an international team of direct sales personnel and resellers, tasked with selling more ERP systems and lean automation software solutions into the SME manufacturing industry in the Europe, Middle East and Africa regions.

The changes announced today reflect key decisions made by Gareth Robinson, Vice President and General Manager, SoftBrands EMEA.

"In every area of SoftBrands' worldwide operations from North America to China to India and the Middle East, Africa and Europe, the company is investing in the best possible human resources. We are pursuing aggressive growth whilst remaining a stable, reliable partner in a

highly volatile and demand-driven world. We are also positioning ourselves to take advantage of the strategic alliance with SAP, formed in February this year, which promises to become one of the most competitive and compelling ERP propositions on the market," said Robinson.

ABOUT SOFTBRANDS

SoftBrands is dedicated to helping its customers maintain a balance in today's global economy, allowing customers to deliver on the benefits of real-time, demand-driven variability to their customers.

SoftBrands Inc. is a global leader in providing manufacturing solutions for small to medium-sized businesses (SMBs) worldwide currently focused on the hospitality and manufacturing industries. With more than 5,000 customers in over 60 countries now actively using its manufacturing (Fourth Shift[™], Fourth Shift Edition[™], evolution, Demand Stream) and hospitality products, SoftBrands has established a worldwide infrastructure for distribution, development and support of enterprise software. The company, headquartered in Minneapolis, Minnesota, has over 500 employees with branch offices in Europe, Asia, Australia, the Middle East and Africa. (Additional information at www.softbrands.com)
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