

ORIFLAME COSMETICS SELECTS SOFTBRANDS' FOURTH SHIFT ENTERPRISE RESOURCE PLANNING SOLUTION FOR ITS CHINA OPERATIONS

Submitted by: Pattison Mitchell Associates

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PRESS RELEASE

Minneapolis, USA - May 10, 2005 – For immediate release:

SoftBrands today announced that Oriflame Cosmetics, a Swedish multinational enterprise and market leading cosmetics maker selected its enterprise resource planning (ERP) solution, Fourth Shift, for its expanding operations in China.

The Fourth Shift software is already being installed at Oriflame's manufacturing centre in Poland and will be operated in conjunction with its new manufacturing plant outside Shanghai, China.

Oriflame Cosmetics bought the Fourth Shift product because the company has successful experience of installing and using Fourth Shift in its manufacturing plants in Poland and India. It is aiming to have Fourth Shift fully installed and ready for the start of production at the Shanghai factory in the autumn of 2005.

"The reasons we chose Fourth Shift before, still stand: the software has strong manufacturing functionality and experienced manufacturing consultants; Fourth Shift is implemented rapidly and is still the best fit and SoftBrands is a truly global organisation," said Christian Jonsson, global IT director, Oriflame.

A global support presence was important to Oriflame, not only to work with the company's existing manufacturing plants in Poland and India and the new plant in China, but also because a factory is being constructed in Russia to serve dramatically rising regional demand.

"I was pleased with the commercial arrangements SoftBrands was able to provide and I know few vendors who can deliver this truly global flexibility," said Jonsson.

The Fourth Shift system at the manufacturing centre in Poland and at remote plants around the world, will be harmonised and interface to a global supply chain management system being implemented to run Oriflame's worldwide business based in Brussels, Belgium.

"Our experience with Oriflame has been very positive, proving that Fourth Shift's 21st century manufacturing vision combined with our infrastructure and experience in China will allow Oriflame to expand and grow their operations efficiently and effectively," said Gareth Robinson, vice president and general manager of SoftBrands EMEA (Europe, Middle East

and Africa).

ABOUT SOFTBRANDS

SoftBrands, Inc. is a global leader in providing solutions for small to medium-sized businesses worldwide, currently focused on the hospitality and manufacturing industries. With more than 4,500 customers in over 60 countries now actively using its manufacturing (Fourth Shift, Fourth Shift Edition for SAP Business One, 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 and Africa. Additional information can be found at www.softbrands.com.

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NOTE TO EDITORS: pictures available from contacts below.

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