

## **MEDIA RELEASE**

### **Eagle Datamation International and Software Craft join forces**

December 2004 – Logistics and International Trade software developer Eagle Datamation International (EDI) CEO Richard White and Software Craft Directors Leon Ball and Leigh Porter are proud to announce the merger of the two businesses.

Software Craft Directors, Leon Ball and Leigh Porter will be shareholders in EDI and take on roles as senior managers. Leon will be heavily involved in the development of the Customs products whilst Leigh will manage the customer relationships and assist with system design and project management.

CEO of EDI Richard White said, "We are pleased and proud to have two of the industry's most experienced developers joining us and we are totally committed to providing all our clients and the clients of Software Craft with a software platform that is unrivalled in Australia and the Asia Pacific and can compete strongly anywhere in the world."

Leon Ball and Leigh Porter added, "We welcome this opportunity to have access to the development resources and industry expertise of EDI and are convinced this merger will provide major future benefits to Software Craft's established client base. We will contribute our proven industry knowledge and IT development skills to the merged company to further strengthen the *ediEnterprise* software suite."

The merger of the two businesses provides an opportunity to bring the best features and capabilities of Software Craft's Scope product to EDI's powerful award winning *ediEnterprise* software suite. The company plans to support Software Craft's "Scope" product for some time.

As well as its award winning Forwarding and Customs components, EDI will bring new and powerful features and new modules to Software Craft clients such as: - *ediShippingManager* (Ships Agency), *ediCFSTransportManager* (Unpack and Pack), *ediWarehouseManager* (Contract Warehousing) *ediTransportManager* (Local Transport), *ediSalesManager* (CRM, Prospect, Sales Force Management) and *eDocs* (Integrated Digital Imaging and Storage).

All development effort is being committed to a continual product improvement process so all clients in all markets receive the functional and technological improvements of an award winning, large scale, continual development effort.

#### **For further information contact:**

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*Eagle Datamation International Pty Ltd is Australia's leading software developer for off-the-shelf Freight Forwarding and Customs Brokerage systems. Established in 1994 and headquartered in Sydney, the Group maintains market leadership in the provision of operational freight forwarding and customs brokerage solutions. Employing over 90 IT professionals in 6 offices, across 4 countries - the most technologically advanced supplier of Freight Forwarding and Customs Brokerage systems in the world with over 800 sites throughout Australia, New Zealand, Fiji, Philippines, Indonesia, Hong Kong, Taiwan, China, Singapore, Malaysia, Thailand, USA and a number of other countries.*

*Software Craft Pty Ltd has been providing computer systems for the Customs Clearance, Freight Forwarding, Warehouse and Transport industries since 1984. Software Craft has excellent product development and customer service skills and has a strong dedication to its clients and market.*