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November 5, 2007

Next View Software Enhances Leadership Team

Supply Chain Software Sales & Marketing Leader Joins Next View Software

Orange, CA – Next View Software, an innovative leader in the supply chain software market, announced today that Mr. Steve Simmerman has joined the leadership team.

“Steve has been tremendously successful throughout his career in sales and marketing within the global supply chain market. We are very pleased to have Steve join our team. He has a tremendous network throughout the industry and proven abilities in terms of driving revenue opportunities through exceptional customer partnerships,” said Bob Rosales, Co-Founder of Next View Software, Inc. “Together, with the rest of the Next View Software leadership team, Steve brings a level of excellence to our sales and marketing efforts that will greatly improve our global market presence.”

“The Next View organization and product offerings are truly exceptional. It is rare in one’s career to have the opportunity to work with such a visionary team,” said Steve Simmerman. “Next View will clearly be a leading supply chain software provider in the very near future. Next View’s technology is unparalleled in the supply chain software marketplace and our solutions are built upon years of experience and listening to customers around the world.”

Prior to joining Next View Software, Steve held sales and marketing management positions with Swisslog, Sonica Software, RedPrairie (McHugh Software International) and Digital Equipment Corporation. Steve holds BS and MBA degrees from The University of Notre Dame, is an active member of CSCMP, WERC, MHIA and is a frequent contributor to leading industry publications.

About Next View Software, Inc.

Next View is an innovative leader in the supply chain software market. Next View’s team has been delivering leading edge software solutions and benefits to customers in the global supply chain marketplace for over 20 years. As a customer-focused organization, Next View provides technologically and functionally advanced solutions to meet the demands of IT and Operational excellence in today’s global supply chain marketplace.

Next View’s software solutions offer unparalleled scalability, interoperability and extensibility. Next View’s underlying architecture allows our partners and clients to implement solutions rapidly, greatly improving their ROI. Next View’s solutions embrace manufacturing, distribution and retail segments of the supply chain. Our real-time, data-driven visualization provides exceptional visibility across the entire supply chain. This allows our customers to optimize the flow of product from point of manufacture to point of sale and greatly enhances their ability to manage complex product tracking and compliance requirements. The net result for Next View customers is greater inventory control, reduced costs and improved customer satisfaction.



Next View offers the technology, service and support that companies are looking for in order to advance their supply chain performance. For additional information, call 1.714.881.5105 or visit www.nextviewsoftware.com.

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