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## ISERVCORP ANNOUNCES THE RELEASE OF ORDERTRAX<sup>2</sup> – THE ONLINE ORDER MANAGEMENT SYSTEM FOR THE PROMOTIONAL PRODUCTS INDUSTRY

Irving, Texas (January 22, 2009) ISERVCORP, INC announces the release of OrderTrax<sup>2</sup>™, the next generation of order management and communications software for the promotional products industry.

OrderTrax<sup>2</sup> is an order-management product that streamlines the order-processing and communications process and maximizes results by putting all Suppliers and Distributors on the same page, at the same time. OrderTrax<sup>2</sup> utilizes TAG Software, the same underlying and proven software that processed more than 10 million transactions, totaling more than \$2.5 billion in Distributor purchase orders in 2008 alone. OrderTrax<sup>2</sup> does not require a proprietary identification number or membership with any industry group.

OrderTrax<sup>2</sup> allows Distributors and Suppliers to see all their orders from all their trading partners on one website. It eliminates wasted follow up phone calls, lost emails and faxes, freeing up time to be more productive and efficient. Additionally it provides shipping information as well as the ability to attach artwork, proofs, or other information needed to complete orders.

“We are truly excited to have released OrderTrax<sup>2</sup> at The PPAI Expo 2009,” said Jessica Obermayer, CEO of ISERVCORP. “This product will relieve many of the points of friction common to all Suppliers and Distributors, regardless of size. It now provides a level playing field for all parties and will offer even small firms the opportunity to enjoy cost savings from operational efficiencies provided by OrderTrax<sup>2</sup>.”

Users of OrderTrax2 will experience these benefits:

**Every Firm Can Benefit.** OrderTrax<sup>2</sup> is designed to meet the needs and budgets of even the smallest companies. Small firms only need a browser and internet connection to use the service. And because QuickBooks is so prevalent with industry Distributors ISERVCORP has developed an easily integrated OrderTrax<sup>2</sup> plug-in, provided free to PPAI members.

**All Trading Partners See The Same Information.** OrderTrax<sup>2</sup> will connect in real time with virtually every customer or trading partner and enables both parties to see the same information—and all correspondence—related to shared orders—at the same time. Any new information or communication is updated in real time.

**Purchase Orders Are Standardized.** OrderTrax<sup>2</sup> provides Suppliers with standardized (and e•PSA-compliant) purchase orders from more Distributors—large and small.

**Measurably Reduce Customer Service Expenses.** OrderTrax<sup>2</sup> will save time and money by reducing the number of manual interventions required for communications with all trading partners, saving time and money.

**Based On Open Standards.** Because OrderTrax<sup>2</sup> is based on e•PSA industry standards, it only requires your trading partner's email address and either a UPIC identifier or a DUNS number—and UPIC is free.

"You just freed up 30-40 percent of my time! This is fantastic!" said Cheryl Roberts, owner of NW Digital Works. "Now I'll have time to devote to actual selling as opposed to chasing down order issues."

"If OrderTrax<sup>2</sup> doesn't revolutionize the industry, it's going to come pretty darn close," said Gene Geiger, MAS, president of Geiger. "OrderTrax<sup>2</sup> will bring about an enormous change in how we do business with our suppliers. Everyone in the distribution chain, suppliers and distributors alike, will have access to identical information. The cost savings will be tremendous and virtually anyone can afford this solution."

"OrderTrax<sup>2</sup> is the technology that the industry has been craving for many, many years. This is the technology that crosses the bridge which links everybody together," said Brandon Mackay, MAS, president of SnugZ/USA. "Now I can be in sync with my customers—seeing what they see, when they see it."

ISERVCORP is a wholly owned subsidiary of Promotional Products Association International (PPAI). ISERCORP's mission is to deliver products and services that improve operational efficiencies and increase bottom line profitability for companies in the promotional products industry. ISERVCORP is the creator of DailyBoost™ and OrderTrax<sup>2</sup>™ software. For further information, please contact Penn Hoyt, [plh@iservcorp.com](mailto:plh@iservcorp.com), or visit [www.dailyboost.com](http://www.dailyboost.com). For sales information, please contact [sales@ordertrax2.com](mailto:sales@ordertrax2.com).