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WINWARE INTRODUCES A NEW PARTNER PROGRAM FOR INDUSTRIAL DISTRIBUTORS

Marietta, GA – WinWare Inc. releases a Partner Program intended for industrial distributors.

With increased demand for CribMaster, WinWare saw the need to establish procedures and standards. Launched in the second quarter of 2000 WinWare announced the introduction of a new distributor program enabling industrial tooling distributors, who choose to use CribMaster as a competitive advantage, to have clear cut positioning in the marketplace. "Our program has been well accepted by distributors large and small," says Larry Harper, WinWare President "distributors easily see the added value CribMaster offers to their service and to their end-users ability to manage their activity. Almost all of our distributors have gotten increased business for tooling after the installation of a CribMaster Toolbox or CribMaster Software."

The CribMaster system monitors tool inventory and usage, tracks consumption and budget, issues purchase orders either automatically or manually, and includes more than 150 standard reports tied directly to an Access, SQL or Oracle database. CribMaster's flexibility means it fits the needs of manufacturers of any size, whether using an attended toolcrib, automated storage, or a combination of both. The CribMaster product line has grown to include software driven point-of-use distribution devices such as the CribMaster Toolbox, CribMaster Revolution, and CribMaster Electronic Lockers. The CribMaster software can also control large horizontal carousels and tray/shelf systems.

"Our commitment has been and will continue to be to support the relationship between the distributor and the customer and to help provide better solutions to make your job as a distributor easier and more cost effective," states Harper. "Demand for our product has been overwhelming and we are now taking the steps to enable WinWare to better respond to that demand". WinWare currently spans 7 countries with clients like; Boeing, Amtrak, GM, Chrysler, Kodak, Rolls Royce, Johnson Controls, Bristol Myers, Harley Davidson and NASA. Harper continues, "Our previous program worked well in the past however, with the increase in customer and distributor activity as well as the overlapping of some distributors in the same location, it has become necessary to change our distributor program."

Briefly, the new CribMaster Partner Program is a two level program and has certain requirements to qualify for each level. Both are driven by distributor activity and certificates of training obtained by the distributor. WinWare expects the new program will accomplish the following goals:

- Reward more active distributors and give them a competitive edge when proposing an integrated supply contract
- Better educate all distributors on CribMaster
- Provide a clear path to becoming a Master Distributor
- Prevent the "Me Too" defensive sale by first time CribMaster distributors competing with existing Partners

About the Company

WinWare Inc. was established in 1992 in Marietta, Ga., just outside Atlanta. Its knowledgeable and experienced staff is dedicated to creating enterprise-wide systems that manage tools and inventory in the manufacturing environment. WinWare has a long-term reputation for providing outstanding customer service and technical support for each of its customers, no matter how large or small. The company is committed to providing expert software and hardware solutions for today's manufacturing inventory problems. Visit WinWare's Web site at www.CribMaster.com.

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