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## **WINWARE INTRODUCES CBAI (CRIBMASTER BROKER AUCTION INTERFACE) AND AN ALLIANCE MARKETING AGREEMENT WITH SOURCEAPP**

Marietta, GA – WinWare Inc. is proud to announce CBAI (CribMaster Broker Auction Interface) to allow CribMaster users to take advantage of posting surplus or dead-stock inventory directly to an auction site from within the CribMaster application. “CribMaster is very good at identifying slow moving inventory and CBAI allows us to go to the next level of managing the sale of this inventory through an auction site”, states Larry Harper, WinWare President.

Along with the addition of CBAI, WinWare has entered into an alliance marketing agreement with SourceApp ([www.sourceapp.com](http://www.sourceapp.com)) to enable the registration of new accounts at no charge and immediate posting of inventory directly from the CribMaster application to the largest industrial MRO auction marketplace. “This agreement enables 1400 plus CribMaster users to benefit from the direct CribMaster interface immediately”, states Rod Vese, SourceApp’s Director of Marketing. “CribMaster has an extensive customer base of over 1400 users, who can immediately and effortlessly take advantage of CBAI and SourceApp”. By utilizing CBAI and SourceApp, CribMaster users can reduce costly overstock inventory, sell all or part of a lot, post items to the auction site and check the status of the auction directly from CribMaster.

This unique, cost saving feature is available to CribMaster 7.5 users through a customized web service which links the two systems to create a global auction platform. A minimal seller fee is charged upon the completion on any transaction of the CBAI interface. This innovative approach has utilized the inventory management capabilities of the CribMaster Inventory Management System and the online auction marketplace expertise of SourceApp to liquidate unwanted items and ultimately reduce cost.

### **About WinWare**

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 indirect material 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 challenges. Visit WinWare’s Web site at [www.CribMaster.com](http://www.CribMaster.com).

### **About SourceApp**

SourceApp.com, Inc was established by a small dedicated group of Cleveland Ohio metalworking professionals to provide complete cost savings solutions to the manufacturing industry. Since its birth in 2003, SourceApp has developed a comprehensive suite of services using advanced internet technology in an easy to operate format. SourceApp services provide manufacturing application solutions, sourcing solutions, universally accepted cost savings processes and the only MRO Auction platform of its kind available to industry today. SourceApp on-line auctions feature easy and convenient posting, advanced search, a simple bidding process and access to the global industrial market. The SourceApp network is committed to cost reduction at all levels within the manufacturing process. Visit SourceApp at [www.sourceapp.com](http://www.sourceapp.com).

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