

HighJump Software Named Strategic Partner by Anheuser-Busch InBev

January 26, 2010

EDEN PRAIRIE, Minn. (Jan. 26, 2010)--HighJump Software, a global provider of supply chain execution solutions, today announced Anheuser-Busch InBev has awarded HighJump RouteCenter its highest level of compliance, Level 1 ISV – Strategic Partner. HighJump RouteCenter earned the certification by supporting all leading practices for beer sales and distribution as identified by Anheuser-Busch InBev. Additionally, the certification means HighJump Software has goals strategically aligned with those of Anheuser-Busch InBev and its wholesalers, is committed to growing its direct store delivery customer base and offering “best of class” solutions, and has demonstrated the drive and foresight to meet or beat Anheuser-Busch InBev expectations.

HighJump RouteCenter is HighJump’s newest route accounting system with complete functionality for beer distributors, soft drink bottlers and wine and spirits distributors. HighJump RouteCenter has been proven with multiple Anheuser-Busch InBev wholesalers. The solution supports e-commerce transactions with leading retailers and interfaces to Anheuser-Busch InBev Mobility solutions. Key functionality in the system includes order management, inventory management, route settlement, pricing, promotions and integration to HighJump Software’s mobile software suite. The system also provides taxation and regulatory reporting to help manage the complex, highly regulated nature of alcohol sales.

“HighJump RouteCenter is the backbone of our operations and has enabled us to increase accuracy and visibility,” said Roark Levine, President and CEO, Levine Distributing Company, Norwich, Conn. “Levine Distributing Company trusts HighJump Software to continue to enhance their beverage distribution software solutions, as well as to stay in-step with AB requirements.”

Timothy Campbell, President and CEO, HighJump Software, said, “HighJump Software is pleased to have a strategic relationship with Anheuser-Busch InBev. In addition to providing wholesalers compliant route accounting solutions, the HighJump WMS is deployed at several InBev facilities in Europe and South America. This relationship demonstrates HighJump’s capability to provide solutions that span the entire beverage value chain.”

About HighJump Software Inc.

Forward-thinking companies entrust HighJump Software to power their supply chains. HighJump Software simplifies the art and business of creating, selling and moving products across global networks. HighJump Software has helped more than 1,500 clients worldwide drive growth and manage change. <http://www.highjump.com>

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