

# HighJump Software Enhances Mobility Solutions With New Release of Mobile Route Sales and Delivery Software Suite

HighJump mobile products for direct store delivery facilitate mobile sales and brand and competitor intelligence

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EDEN PRAIRIE, Minn.--(Jan. 19, 2010)--HighJump Software, a global provider of supply chain execution solutions, announces the latest release of its market leading mobility solution for mobile sales and mobile delivery. HighJump Mobile Sales Advantage, HighJump Virtual Cooler, and HighJump RouteXpress have been enhanced based on evolving technology and industry needs.

The HighJump mobile suite for direct store delivery (DSD) extends the route accounting system into the field for real-time visibility of sales and customer data. HighJump's mobile products help integrate selling, marketing and delivery efforts across the organization. The HighJump mobile delivery system combines order processing, delivery, peddle sales, invoice management and comprehensive settlement capabilities to streamline daily delivery activities.

The mobile software enhancements include embedded survey management which simplifies the design, deployment, execution and measurement of customer-site surveys. With HighJump Survey Management, customers can collect and analyze market data, including share of shelf space, utilization of point-of-purchase materials, pricing and promotions for proprietary or competitive brands. Enhancements to HighJump Pocket RouteXpress include multiple user interface enhancements based on customer feedback, certification of Windows Mobile 6.1 and improved utilization of standard Windows Mobile applications from within HighJump RouteXpress.

"Mobile technology is evolving at a rapid pace and the newest generation of mobile employee expects the latest technology to help them do their job," said Chad Collins, Vice President of Marketing and Strategy, HighJump Software. "This product release reflects HighJump's commitment to being a leader in mobile software solutions for route based sales and delivery."

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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