

JOHN WEST FOODS ORDERS PRECISIONPOINT BUSINESS WAREHOUSE TO COMPLEMENT MICROSOFT DYNAMICS NAV ERP

*New seafood giant cites accelerated deployment, guaranteed data integrity and easy auditing of
Microsoft Dynamics data as key selection criteria*

London, UK and Waltham, MA (January 18, 2007) – PrecisionPoint Software, the company that brings sophisticated business intelligence (BI) to Microsoft® Dynamics™ NAV, AX, and GP ERP application products, today announces that MW Brands plc, which includes John West, Petit Navire and Mareblu brands, has ordered PrecisionPoint Business Warehouse for its Microsoft Dynamics NAV implementation.

“With PrecisionPoint Business Warehouse our data warehouse deployment will take hours and days rather than weeks and months as I have seen.” said John Glennon, Head of IT at MW Brands plc, who has implemented data warehouse projects with multiple SAP customers in Ireland and India. “The PrecisionPoint BW product also impressed us because of its tight integration with the Dynamics NAV ERP system and its ability to drill down to the lowest level of transaction detail in the data warehouse. This eliminates data reconciliation issues found in other solutions and removes any scope for disagreements between departments – we want one version of the truth. The prospect of doing this without teams of programmers is astounding.” Mr Glennon added.

Microsoft Gold Partner Spargonet Consulting plc, working in partnership with Evo-Soft, a Microsoft Business Solutions Partner, won the Dynamics NAV contract for MW Brands. When it came to a business warehouse solution they turned for advice to the Microsoft UK product manager for Dynamics NAV, Stephen Farr. Stephen referred the partner to PrecisionPoint Software, a Microsoft Certified Partner which focuses exclusively on Business Warehouse solutions for Microsoft Dynamics.

MW Brands will be implementing PrecisionPoint Business Warehouse version 3.0, an enterprise-caliber platform for interactive reporting and analysis. The PrecisionPoint Business Warehouse extends the data access and reporting of the existing ERP implementation by providing full compatibility with Microsoft® SQL Server 2005™, ProClarity™, Microsoft® Office 2007™, Reporting Services, and SharePoint Services. The initial roll out of PrecisionPoint Business Warehouse will be include the UK, Ireland and the Netherlands running at MW Brands UK data centre.

ABOUT PRECISIONPOINT SOFTWARE

PrecisionPoint Software Limited (formerly AnalySoft Development Ltd) is the company that brings sophisticated business intelligence (BI) to Microsoft® Dynamics™ customers.

PrecisionPoint Business Warehouse is a trusted and reconciled data warehouse for Microsoft® Dynamics™ applications including Dynamics AX, Dynamics NAV and Dynamics GP (formerly Axapta, Navision and Great Plains). PrecisionPoint BW is high on business content including finance, sales, supply chain as well as operations information, and can be installed in as little as a day. There are hundreds of satisfied end-users in production with PrecisionPoint solutions at companies including Boehringer-Ingelheim, Ryvita, Rotary Watches, Sega Europe, Steinway & Sons, TomTom International, Habitat for Humanity, Harrods Aviation and Twinings.

PrecisionPoint Software is headquartered in Bracknell, UK with a US HQ in Waltham, Massachusetts and sales and support offices in New Jersey, California, Texas and Johannesburg, South Africa.

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ABOUT MW BRANDS PLC

MW Brands plc is a private equity funded seafood business formerly part of HJ Heinz which sold John West Foods of the UK, Petit Navire of France and Mareblu of Italy to form MW Brands plc in March, 2006. Total annual sales of the combined brands are £450million (€680million / US\$880million) and the new company operates four seafood processing facilities in Ghana, The Seychelles, Douarnenez, France and Peniche, Portugal.

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