



## NEWS RELEASE

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### **Apacheta Announces that G&K Services Utilizes RouteACE™ Mobile Workflow Application to Automate Field Sales and Distribution Functions**

**San Diego, CA and Minneapolis, MN** — January 31, 2007 — Apacheta Corporation, a leading mobile business software provider, announced today that G&K Services, Inc. a leading branded identity apparel provider, has utilized its RouteACE mobile software to automate their route sales and distribution functions. The company has already automated over 700 of its routes with plans to rollout out the solution to a total of over 1,300 routes in 2007.

G&K Services route sales representatives deliver branded identity apparel and facility service products to customers in multiple industries across North America to enhance image and safety in the workplace through innovation. Using Apacheta's RouteACE software, G&K Services installed a handheld platform that will enhance customer service, streamline operations and increase productivity.

By moving from paper-based processes to a handheld computer-based mobile solution, G&K Services expects to capture significant office productivity savings once the project is fully implemented. G&K Services also expects gains from improved customer service, process standardization and operational efficiency.

Prior to implementing RouteACE, G&K Services prepared and printed invoices for all routes in advance of the effective business day. At the customer site, route sales representatives would make invoice adjustments manually, as needed. With RouteACE, route sales

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representatives utilize a Symbol MC9060 handheld computer to manage inventory, take customer orders, make necessary invoice adjustments and print a clean invoice using a Bluetooth-enabled mobile printer, directly from the customer's location.

“Apacheta offers a foundation from which to build a solution tailored to the specific needs of our business,” stated Holly Lamond, chief information officer at G&K Services. “The RouteACE solution has the scalability and efficiency needed to handle our large inventory database and the flexibility to enable customized G&K processes. As a result, we have seen outstanding acceptance of our handheld application by both our customers and route sales representatives.”

Apacheta RouteACE is a mobile sales, delivery and merchandising solution for the consumer package goods industry that offers customizable workflows to automate processes, manage inventory, optimize distribution logistics, provide delivery confirmation, and process payments. With RouteACE, customers are able to streamline operations, reduce errors and costs, open new revenue opportunities, improve worker productivity and enhance customer service.

### **About Apacheta Corporation ([www.apacheta.com](http://www.apacheta.com))**

Founded in 2002, Apacheta Corporation provides easily customizable mobile business solutions across a range of industries including consumer packaged goods, manufacturing, 3<sup>rd</sup> party service & repair, telecommunications, and transportation. Its suite of mobile workflow applications that includes RouteACE are based on a leading-edge mobile application framework that provides a platform for mobile solutions across the enterprise. Apacheta has built a solid customer base that includes Dr. Pepper / Cadbury Schweppes, Lance Snack Foods, G&K Services, Cassens Transport, George Weston Bakeries and many others. Apacheta also works closely with partners such as Bell Mobility, Cingular, IBM, inCode Wireless, Intermec, Nokia, Sprint, Symbol and others to deliver complete customer solutions.

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### **About G&K Services, Inc. ([www.gkservices.com](http://www.gkservices.com))**

Headquartered in Minneapolis, Minnesota, G&K Services, Inc. is a market leader in branded identity apparel programs and facility services in the United States, and is the largest such provider in Canada. G&K operates over 140 processing facilities and branch offices, serving more than 160,000 customers.

RouteACE is a trademark of Apacheta Corporation. All other names or marks are the property of their respective owners.

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