

The Intermec logo is written vertically in a bold, sans-serif font. To its right is a large, faint graphic of a globe with latitude and longitude lines. Below the globe is a dark blue square containing a white circular logo with three interlocking rings.

NEWS RELEASE

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GUND® Outfits its Sales Force with a Mobile Ordering System from Intermec and Apacheta

New handheld solution improves order accuracy and enhances customer service

EVERETT, Wash. and Media, PA, January 30, 2008 – GUND®, the world's most huggable plush toy and gift company, has outfitted its 150-person direct sales force with a new mobile solution from Intermec (NYSE: IN) and Apacheta Corporation. The domestic GUND sales personnel are using Intermec [CN2 handheld computers](#) equipped with [Apacheta SellACE™ software](#) to enter orders, access product, promotion and pricing information and view customer history while on-site with clients.

GUND sales associates visit retail customers with everyday and seasonal product collections, such as the well-known Snuffles® bear. They also attend industry tradeshows where high-volume ordering takes place. With the Intermec/Apacheta system, sales associates can view authorized products for a given customer; access customer pricing, promotions, order and payment history; and confirm order deadlines and ship dates. The solution has enabled GUND to streamline sales processes and improve order accuracy, resulting in increased customer satisfaction. The company has also reduced credit card transaction fees and minimized customer support calls.

“Nearly 100 percent of GUND orders are taken through our mobile sales system, making it a mission-critical piece of our business,” stated Christopher Walsh, Vice President of Information Technology, of GUND, Inc. “By upgrading to the Intermec and Apacheta solution, we were able to update obsolete hardware and adopt flexible mobile sales software that enables us to react quickly to customer demands and increase productivity and cost savings.”

The CN2 combines the convenience of small size and ruggedness for low-cost mobility. The Microsoft® Windows Mobile® handheld computer can operate in either batch mode or with local area radio connectivity making it ideal for store management, field service and direct store delivery. The CN2 has an integrated Intermec EV10 linear scan engine with low power operation to preserve battery life for mobile computing applications and is a Cisco® Certified Extension (CCX) device, ensuring compatibility with Cisco infrastructure and advanced features—including the latest in security.

Apacheta SellACE is mobile sales automation and order entry software that can be easily customized to a company’s unique and changing business processes. Using SellACE, sales representatives have the information at their fingertips to create a “perfect order,” thereby minimizing costly overstock and stock-out situations. On-site sales reps are able to view customer history, enter orders, process payments, and provide accurate availability and delivery information to customers.

“Gund was able to get the solution they needed to support their daily field sales operations without having to change their existing infrastructure or unique processes,” said Peter Clare, CEO of Apacheta Corporation. “This allowed GUND to quickly roll out the Apacheta/Intermec solution with no disruption to their business.”

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About GUND

GUND is known worldwide for its top quality, soft and huggable plush designs and gift products. Award-winning GUND products appeal to all ages, from infants up, and are perfect for both play and collecting. The 110-year old company is based in Edison, New Jersey, and distributes throughout the United States and Canada as well as in Europe, Japan, Australia and South America. GUND products may be found in gift, specialty, toy, book, museum and department stores and many other retail outlets. To find your nearest retailer, visit www.gund.com.

About Intermec

Intermec Inc. (NYSE:IN) develops, manufactures and integrates technologies that identify, track and manage supply chain assets. Core technologies include RFID, mobile computing and data collection systems, bar code printers and label media. The company's products and services are used by customers in many industries worldwide to improve the productivity, quality and responsiveness of business operations. Intermec offers a complete RFID product suite including readers, printers, tags, labels and inlays supported by RFID implementation services to guarantee system performance, all from a single source. For more information about Intermec, visit www.intermec.com or call 800-347-2636. Contact Intermec Investor Relations Director Kevin McCarty at kevin.mccarty@intermec.com, 425-265-2472.

About Apacheta

Apacheta Corporation provides easily customizable mobile business solutions for a range of industries including consumer packaged goods, manufacturing, service & repair, telecommunications, and transportation. Its suite of mobile applications that includes SellACE 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, Inc., G&K Services, George Weston Bakeries, Old Dutch Foods and many others. Apacheta also works closely with partners such as AT&T, Bell Mobility, IBM, Intermec, Sprint, Verisign and others to deliver complete customer solutions. For more information, visit www.apacheta.com.