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## **Barcoding Inc. and Apacheta Form Strategic Alliance to Streamline Mobile Field Service and Delivery Operations**

**Baltimore, MD and Media, PA, May 12, 2008** –Barcoding Inc., a leading provider of automated data capture solutions, today announced a partnership with Apacheta Corporation to provide complete mobile hardware and software solutions to field service and delivery companies throughout the United States. This partnership combines Barcoding Inc.'s expertise as a hardware integrator with Apacheta's innovative mobile business applications, particularly ServiceACE™ and RouteACE™, to help companies better utilize their field workers to capture new revenue, decrease costs and achieve competitive advantage.

As a result of this partnership, companies will now be able to streamline their deployment process and simplify their support needs. Apacheta will leverage Barcoding's expertise as a hardware integrator and service provider to expand service to its customers across the United States. Likewise, Barcoding Inc. will extend their existing suite of software applications in the Direct Store Delivery and Field Service sector with Apacheta's enterprise level solutions. The companies will be participating in a joint marketing and sales campaign, including webinars, advertising, and industry events.

"Apacheta's ability to provide the flexible and reliable software and support that our Fortune 500 customers require is the driving force behind this partnership," stated Barcoding Inc. CEO Jay Steinmetz. "Barcoding Inc. provides total solutions from hardware and software applications to integration services and support. Apacheta's enterprise level Mobile Workflow Applications are a great complement to our existing application for small Field Service operations."

"Many of our customers struggle to identify the right hardware for their needs and integrate their solutions onto new devices, slowing down their deployment process" added Peter Clare, CEO for

Apacheta. “By partnering with Barcoding, Apacheta is able to offer a complete solution of hardware, software, integration services, and support to all of our current customers and potential clients throughout the United States.”

**About Barcoding Inc.**

Barcoding Inc., the nationally recognized leader in automated data collection, helps businesses and government agencies streamline their operations to optimize supply chain productivity. Barcoding Inc. specializes in offering complete data collection solutions for route accounting, warehouse management, and inventory control. Committed to providing superior customer service and support, Barcoding’s in-house staff performs 100% of the work. Based in Baltimore, Maryland, Barcoding Inc. has sixteen regional offices throughout The United States.

For more information, visit [www.barcoding.com](http://www.barcoding.com) or contact Jon Stroz at 1.888.860.7226 x121.

**About Apacheta**

Apacheta Corporation provides flexible mobile business applications that enable consumer packaged goods, service and transportation based businesses to capture new revenue opportunities, lower costs and increase competitive advantage. Apacheta’s mobile applications are ready to use or can be rapidly tailored for a company’s unique and changing business processes. Apacheta has built a solid customer base that includes Dr. Pepper / Cadbury Schweppes, Lance, Inc., G&K Services, GUND, Old Dutch Foods and many others.

For more information, visit [www.apacheta.com](http://www.apacheta.com) or contact Don Grust at 1.609.716.9531.

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