



NEWS RELEASE

Lance, Inc. Streamlines Mobile Field Sales and Delivery Operations with Apacheta RouteACE™ and Motorola Mobile Computers

New System Reduces Total Cost of Ownership and Increases Business Agility

CHARLOTTE, NC, SAN DIEGO, CA and HOLTSMILLE, NY – 24 April 2007 –

Apacheta Corporation, a leading mobile business application provider, and the enterprise mobility business of Motorola, Inc. (NYSE: MOT) today announced that Lance, Inc. (NASDAQ: LNCE), a major snack food company, has implemented Apacheta RouteACE software running on Motorola's rugged MC9090 mobile computers throughout its route sales and delivery operations. Lance was able to go from contract signing in mid-September to pilot phase in only eight weeks with a sophisticated solution tailored to their requirements. Since early January, Lance has rolled out more than 1200 routes and will reach 1500 by the end of this month.

"We needed to rapidly update our obsolete handhelds and old mobile application to address rising failure rates and inefficiencies associated with our legacy software," said Shawn Cherry, Director of Application Development at Lance, Inc. "We felt that running Apacheta's customizable workflow solution on Motorola's rugged MC9090 mobile computers was the only solution to meet our requirements and provide a flexible, extendable foundation for future functionality and process changes."

Apacheta's RouteACE supports a full 'day-in-the-life' for Lance's sales and delivery operations serving in-store and vending customers, including complete DEX support. Using RouteACE on a Motorola MC9090 mobile computer equipped with a printer, Lance's drivers are able to more accurately manage their inventory, streamline delivery logistics, provide delivery confirmation, prepare and print invoices, process payments, manage multiple pricing and promotions models, place orders, and run a variety of reports.

“Our sales reps maintain full responsibility for their inventory and are personally accountable for all aspects of their business, so we have very stringent demands for a mobile route solution,” said Mark Carter, Vice President of Strategic Initiatives for Lance. “The RouteACE application has been an overwhelming success with our drivers because it allows them to accurately track and manage their inventory, service their customers efficiently and view custom reports to better manage their business.”

With RouteACE and the Motorola MC9090 mobile computer, Lance has also reduced the total cost-of-ownership for its mobile solution and can now respond more quickly to changes in the business environment. The company has compressed the time required to modify the application to reflect process changes from months to weeks and dramatically shrunk the time required to deploy changes across the workforce by cutting the average communication time by two-thirds.

“The success of the Lance implementation demonstrates how Apacheta’s products and architecture are changing the dynamics of mobile application development and deployment,” said Steve Higgins, Vice President of Engineering at Apacheta Corporation. “By working closely together we were able to drastically reduce the time, effort and cost to implement and maintain their mobile solution.”

* Motorola recognized a majority of the revenue on this contract in 2006.

About Apacheta Corporation

Founded in 2003, Apacheta Corporation provides easily customizable mobile business applications across a range of industries including consumer packaged goods, manufacturing, 3rd 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, Inc, 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, Motorola, Nokia, Sprint, UPS Logistics Technologies and others to deliver complete customer solutions. For more information please visit www.Apacheta.com.

About Motorola

Motorola is known around the world for innovation and leadership in wireless and broadband communications. Inspired by our vision of seamless mobility, the people of Motorola are committed to helping you connect simply and seamlessly to the people, information, and entertainment that you want and need. We do this by designing and delivering "must have" products, "must do" experiences and powerful networks -- along with a full complement of support services. A Fortune 100 company with global presence and impact, Motorola had sales of US \$42.9 billion in 2006. For more information about our company, our people and our innovations, please visit www.motorola.com.

About Lance, Inc.

Lance, Inc., headquartered in Charlotte, NC, manufactures and markets snack foods throughout much of the United States and other parts of North America. The Company's products include sandwich crackers and cookies, snack crackers, potato chips, cookies, sugar wafers, nuts, candy and other salty snacks. Lance has manufacturing facilities in North Carolina, Georgia, Florida, Texas, Iowa, Massachusetts and Ontario, Canada. Products are sold under the Lance, Cape Cod and Tom's brand names along with a number of private labels and third party brands. The Company's products are distributed through a direct-store-delivery system of approximately 1,500 sales routes, a network of independent distributors and direct shipments to customer locations. Lance products are distributed widely through grocery stores, convenience stores, mass merchants, food service outlets, and other channels.

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