



ADRM Releases Major Update to its Transportation, Freight & Logistics Data Model Set

Hong Kong, January 15, 2007 – ADRM Software, Ltd. (ADRM), a global leader in large-scale industry information data architecture solutions, today announced the release of a major update to its Freight & Logistics set of industry data models.

These data models are designed to accelerate development and reduce the risks associated with the development of the information infrastructure required to successfully compete in today's highly competitive global, multiparty freight & logistics market. This new release offers numerous enhancements including expanded support for aggregation and breaking of shipments, additional support for various modes of shipment and enhanced detailed information of the parties involved in the shipping data environment.

“Our Freight & Logistics customers told us that they're being increasingly drawn into some of their large customers' supply chain activities and needed to be able to better support and optimize shipments by aggregating and breaking shipments at various points during the shipment lifecycle requiring enhanced support for multiple shipping modes,” said Kevin Schofield, ADRM's Vice President of Sales & Marketing. “After reviewing our customers' rapidly evolving requirements in detail, we believe this new release of our market-leading Freight & Logistics models sets a new standard to support today's global shipping market.”

“This release serves as a testament to the strength of our multi-modal party-based approach to information architecture for the freight & logistics industry,” said Larry Heinrich, ADRM's Principal Architect. “While we did add significant additional detail regarding the roles played by various parties and about the modes and container types supported by those modes, the fundamental architecture did not change so we were able to provide maximum new functionality with minimum disruption to our existing customers.”

ADRM's Freight & Logistics industry data models are available now.

Additional information can be found on the web at www.adrm.com/7_freight.htm.

About ADRM Software

ADRM Software, Ltd. is the leading independent provider of large-scale industry-specific information models. ADRM's products are used by large companies worldwide as information blueprints or roadmaps for a variety of initiatives including information architecture planning, operational data store (ODS), data warehouse (DW) and business intelligence (BI) design, master data management (MDM), service-oriented architecture (SOA) and enterprise application integration (EAI). ADRM's customer base includes prominent Global 2000 companies in a wide variety of different industries on four continents.

More information about ADRM can be found on the web at www.adrm.com.

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