

Netfira:

4900 Hopyard Road, Suite 100
Pleasanton, CA 94588
+1 925.468-4153

Press Contact:

David Ryan
drayvane@gmail.com
+1 763.218.6231



Netfira Will Partner with Development-X to Integrate Ostendo®

Pleasanton, CA, May 26, 2010 – Netfira, a B2B software solutions provider with operations in Australia, Europe and the United States has announced it will partner with Development-X to integrate Netfira's suite of products with the Development-X Ostendo Operations Software, the leading inventory and operations management add-on solution for MYOB, QuickBooks and Pastel accounting systems in Australia, New Zealand, South Africa, Malaysia and Singapore.

This represents a significant strategic alliance, since Netfira offers the world's first solution to enable real-time electronic buying and selling between businesses of any size, and Development-X's Ostendo supports multi-company, multi-user businesses to integrate inventory and crucial operational activities into existing accounting software to give users complete, real-time information allowing them to make accurate decisions and get faster results. Both solutions are compatible with some of the most popular accounting systems in use today.

According to Jay Hennock, Netfira VP ANZ, "We are very excited about the Development-X partnership as there are over 3000 Ostendo users in Australia and New Zealand who can benefit from the integration of Netfira to Ostendo, as well as new Ostendo users having a 'tick-box' option to use Netfira. Equally, we believe a number of existing and new Netfira users would benefit by adopting Ostendo. It is the first time that an accounting software vendor partner has used Netfira's SDK to integrate Netfira to its products. We believe a number of other vendors will see the benefits of integrating with Netfira using our SDK."

The Netfira integration with Ostendo will officially launch at the Development-X Partner conference in Taupo, New Zealand on July 26, 2010. Meanwhile, Netfira is training Ostendo partners to become accredited Netfira Professional Partners and also implementing pilot demonstration projects. There are 40 Ostendo Enterprise Level Partners and 100 Corporate Level partners, all of whom are MYOB, QuickBooks or Pastel certified consultants.

According to Jeff Keith, Managing Director of Development-X, "The Netfira Ostendo partnership provides our users with real-time connectivity to their customers for product pricing and availability, and real-time ordering. Netfira virtually eliminates phone, fax and email processes, manual data entry and the associated errors. By adding Netfira to Ostendo, our users will be able to trade electronically in real-time with their customers, whether they are using, MYOB, QuickBooks or Pastel."

About Netfira (www.netfira.com):

Netfira is a privately owned software company with operations in Australia, Europe and the United States. Founded in Australia in 2003, the company's products, NetfiraSeller and NetfiraBuyer, represent a breakthrough solution for streamlining the buying and selling process. This business-to-business supply chain solution facilitates secure, real-time, end-to-end online transactions between trading partners. It also provides powerful, real-time information for buyers about inventory levels in their supply chain.

The products can connect instantly and easily to customers' existing accounting software, including MYOB, Oracle, Peachtree, QuickBooks, Sage, and SAP. The Sleeter Group named Netfira as one of its 2010 "Awesome Add-ons for QuickBooks," recognizing it as one of the most effective and transformational technologies to enhance QuickBooks.



About Development-X (www.development-x.com) and Ostendo (www.ostendo.info/):

Development-X specializes in designing and developing affordable, off the shelf operational software solutions for small to medium size businesses including manufacturers, engineering and fabrication job shops, sales and repairs, service and maintenance, projects, trades, contractors and construction, wholesale distributors, exporters and importers and retailers. The company's philosophy is to encourage clients to focus on their real business goals through managing the operational activity of the business and keeping their existing familiar financial accounting system. Over the past 20 years the Development-X team has discovered that business operations typically fall outside the scope of most financial accounting software systems.

Ostendo® Operations Software, as recommended by MYOB, Reckon (QuickBooks) and Usage Business Solutions (Sage Pastel), adds advanced inventory, job costing, manufacturing, service, preventive maintenance, distribution and dynamic reporting to clients' accounting systems.

All product and company names mentioned in this document are the sole property of their respective owners.



Connecting Buyers and Sellers in Real-Time

Netfira is a breakthrough business-to-business supply chain solution that streamlines the buying and selling process. It facilitates real-time, electronic transactions between trading partners, eliminates manual data entry, and integrates with participants' back end systems to provide powerful, real-time information for buyers about inventory levels and pricing within their supply chain.

+1 925.468.4153 | info@netfira.com | www.netfira.com

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