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Netfira Press Release

NETFIRA PARTNERS WITH FI-SOFT TO SUPPORT FISHBOWL INVENTORY

Netfira's supply chain solutions and Fishbowl's inventory management programs are a 'win-win for respective customers'.

Users Conference Scheduled for Houston, May 12.

Pleasanton, CA, March 29, 2010 – Netfira, a B2B software solutions provider with operations in Australia, Europe and the United States, announced today that it will partner with Fi-Soft, the nation's top value-added reseller and implementer of Fishbowl Inventory.

This is significant because Netfira offers the world's first solution allowing electronic buying and selling between businesses of any size, and Fishbowl Inventory is the leading inventory management solution for QuickBooks which, in turn, is the world's best-selling line of accounting software.

An inaugural Conference for QuickBooks users will be held in Houston, TX, on May 12, providing educational and training classes to enable users get the most from their QuickBooks software. The day will include interactive sessions featuring integrated solutions from third parties like Netfira that extend the functionality of QuickBooks. Further information is at <http://www.fi-soft.com/>; register at www.qbookusers.com.

According to Alf Goebel, Chief Marketing Officer of Netfira, "This partnership represents a win-win for our respective customers. Fi-Soft's well-established client network is made up of exactly the end customers who can best use our Netfira solutions. Now that we are partnering, Netfira and Fi-Soft can offer our customers the combination of NetfiraBuyer and NetfiraSeller, Fishbowl Integrator and QuickBooks, three of the most highly recognized and trusted product names in the industry."

According to Scott Taylor, Vice President at Fi-Soft, "By adding Netfira to Fishbowl Inventory, our customers will get a new level of supply chain management integrated for existing QuickBooks customers."

ABOUT FI-SOFT (www.fi-soft.com)

Fi-Soft is a nationally recognized provider of integrated solutions for businesses using QuickBooks accounting software and Fishbowl Inventory. By providing end-to-end solutions, training, and consulting, Fi-Soft enables businesses to fully integrate accounting, inventory, and payment systems into a seamless solution.

Fi-Soft is also known for PayGuard®, a patent pending technology providing secure, integrated payments for credit cards and e-checks. PayGuard® enables businesses to easily process payments within QuickBooks, without having to store or re-enter sensitive payment data.

Fi-Soft has been recognized nationally as the top Fishbowl Inventory value added reseller for the most recent two years (2008 & 2009) available. In addition, Fi-Soft has received the highest levels of certification for the QuickBooks Pro/Premier/Enterprise line of software. For more information, please visit www.fi-soft.com or send an email to info@fi-soft.com.

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 productive and effective technologies to enhance QuickBooks. For more information, please visit www.netfira.com or send an email to info@netfira.com.