

ProfitKey Kicks Off National User Conference with Reports Forum

Salem, NH (May, 2008) -- ProfitKey International, developers of Rapid Response Manufacturing, a world class Enterprise Resource Planning system for small to mid-tier manufacturing companies (SMB), held their National User Conference at the Ft. McDowell, Resort in Scottsdale, AZ with a Reports Forum to kick off the Conference.

Mr. Joe DiZazzo, CEO and President of ProfitKey, says "The addition of the Reports Forum was well attended and provided valuable feedback to our team. We have taken that feedback and are working with those in attendance to prioritize suggested enhancements for future releases."

ProfitKey also announced **Janos Technology** and **Snap-On Industrial** as their Users of The Year. Janos is a long time user of RRM. Since 2006, their business has doubled and meeting demand has been no problem thanks to RRM. According to Don Hebert, IT Director, "*The flexibility of ProfitKey as a company and their interest in continuing to make their product match the users needs has greatly contributed to our on time delivery and credibility in our market space.*"

Snap-on Industrial has implemented RMA and Rapid MES and has experienced an immediate return on their investment. "*Overall, the software is easy to configure and use. It provides the functionality that we need and lacks some of the complexity that other, more expensive software providers load into their turnkey systems. RRM provides a lot of visibility to the end user, which I think is key to our business process and communication,*" said Carl Crimson, Information Systems Manager.

This year's National Conference continued the tradition of positive responses from Users in attendance and again validated the direction that ProfitKey is taking for its products.