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News Release



Celtrino announces additional investment of \$1 million to develop next generation Smart Admin supply chain management services on Azure platform.

Celtrino today announced it will invest an additional \$1 million in its development of the next generation of its Smart Admin supply chain management services on Microsoft Azure. Smart Admin on Azure will enable a broader international customer base to access services such as e-invoicing and e-payments at a fraction of the cost in today's market.

Dublin, Ireland, July 14th, 2011 – Celtrino today announced it will invest an additional \$1 million in its development of the next generation of its Smart Admin supply chain management services on Microsoft Azure. Smart Admin on Azure will enable a broader international customer base to access services such as e-invoicing and e-payments at a fraction of the cost in today's market.

“Our ISV community is alive with innovation, and we're committed to helping our partners drive the next generation of software experiences,” said Ross Brown, Vice President of ISV and Solutions Partners for the Worldwide Partner Group at Microsoft. “Adding compatibility for the latest Microsoft technologies helps ISVs to stay ahead of the competition and give their customers access to cutting-edge technologies.”

This pure software-as-a-service play will position Celtrino for rapid global growth and is supported with generous funding by Enterprise Ireland. Managing Director, Ken Halpin, says that “this next stage in our growth will enable a broader international customer base to reduce their trading costs by leveraging Celtrino's supply chain information management and

business process automation expertise. Enterprise Ireland have been a key partner to Celtrino in helping us recognise and focus on the export potential for leading Irish technology companies in the global market place.”

Announcing the news at the Microsoft World Partner Conference in Los Angeles “We’re hugely excited by the potential we now have to serve a global customer base. The opportunities to leverage our Smart Admin suite of e-services on top of Microsoft’s latest technologies are truly staggering” said Ken Halpin. “The fusion of our best in class supply chain management solutions with leading ERP packages such as Microsoft Dynamics deliver compelling benefits and serious value for money. We firmly believe that in a fast changing world, the best business solutions are powerful, flexible and easy to use whenever and wherever.”

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About Celtrino

Celtrino specialises in business process and supply chain document automation solutions. With over 20 years of successful trading under our belt, Celtrino has consistently delivered outstanding business value to a customer base of over 700 companies of all sizes, from sole traders to multinationals.

As a pioneer in the provision of outsourced managed EDI services, Celtrino has long championed and delivered innovative reliable and feature rich on-demand supply chain solutions via the cloud.

Celtrino Platform

The Celtrino supply chain automation platform is purposely designed to scale to meet the huge volumes of inter-company B2B commercial transactions whilst providing the highest level of performance, reliability and business continuity through a fully redundant and secure architecture. The Celtrino B2B platform enables a suite of touchless services to be delivered via Software-as-a-Service (SaaS) which offer a dramatically faster implementation process.

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