

**FOR IMMEDIATE RELEASE**

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**JENNIFER™ WINS MOTOROLA ENTERPRISE MOBILITY SOLUTION AWARD**

High-Volume Fulfillment System Using Jennifer™ Voice, Scanning and Automated Sorting  
Maximizes Throughput and Order Accuracy For Leading Direct Merchant

**PITTSBURGH, PA, December 10, 2007** – Lucas Systems, Inc., the leading provider of voice-directed warehouse applications for open, mobile computers, won the Motorola 2007 Partner Ecosystem Award for the Americas for the most innovative enterprise mobility solution developed collaboratively by two Motorola Enterprise Mobility business (Motorola EMB) partners. Lucas and W&H Systems, a Lucas partner, were honored for their implementation of a high volume order fulfillment system that combines Jennifer™, the Lucas voice solution, barcode scanning, and other proven technologies in new ways for Omaha, Nebraska-based Oriental Trading Company.

“Lucas and W&H gave us exactly what we needed, which is a system built with proven technologies that delivers efficient and accurate order processing,” said Chris Merritt, Vice President of Operations for Oriental Trading Company. “Jennifer™ helps Oriental Trading Company meet its high service standards.”

The new system at OTC’s LaVista, Nebraska distribution center features Jennifer™, the Lucas voice solution, running on Motorola MC9000-S mobile computers. Jennifer™ is the leading voice logistics application for Motorola® computers, with thousands of users. The Lucas Jennifer™ solution at OTC uses a combination of voice-direction, voice recognition, and barcode scanning. Jennifer™ works with a W&H Warehouse Control System which receives customer orders, creates work units, and directs conveyors and tote and product sorters. Working with Jennifer™ OTC workers are picking more than 150,000 items per day.

“Lucas Systems’ deployment at OTC is a perfect example of a voice-based application, taking full advantage of the flexibility of Motorola mobile computers to help increase staff efficiency and accuracy,” said Jeremy Butt, Motorola’s Enterprise Mobility Solutions vice president of worldwide channels. “Motorola’s Partner Ecosystem Award for the most innovative enterprise

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mobility solution represents the finest example of how organizations are adopting mobile and wireless technologies to solve real problems, as judged by an independent panel of outside industry experts.”

“This project is a good example of how Lucas delivers the exact voice functionality users need to work better while reducing the overall cost and complexity of implementing voice in the distribution center,” said Jeff Slevin, COO of Lucas Systems. “We work closely with our customers to understand their needs, and then collaborate with partners to develop the best solution using the right technologies to get the job done. We are honored to be recognized by Motorola, and we are especially glad to receive this award with W&H, a solid Lucas partner that shares a common focus on giving customers what they need to succeed.”

### **About Oriental Trading Company**

Oriental Trading Company ([www.orientaltrading.com](http://www.orientaltrading.com)) is the nation’s leading direct marketer of value-priced novelties, toys, and party supplies, and a leading direct marketer of home décor products. Recognized as one of the Top 50 Internet Retailers and one of the Top 50 Catalog Companies, Oriental Trading Company employs approximately 3,000 people and offers more than 30,000 products to businesses, not-for-profit organizations, individuals, schools, churches and teachers.

### **About Lucas Systems, Inc.**

Lucas Systems has delivered more voice-directed distribution center solutions on a wider variety of mobile computers than any other company. Customers like Cardinal Health, C&S Wholesale Grocers, CVS/pharmacy, Kraft Nabisco, and OfficeMax trust Lucas to deliver solutions that greatly improve worker productivity and accuracy because we truly understand warehouse operations. Jennifer™, the Lucas voice solution, communicates with warehouse associates through a headset connected to a non-proprietary, voice-enabled mobile computer. Jennifer creates a conversation with warehouse workers that frees their hands and eyes to focus on the job at hand, reducing errors while increasing efficiency. For more information, visit [www.lucasware.com](http://www.lucasware.com).

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