TEKLYNX PARTNERS WITH NICEWARE TO PROVIDE INTEGRATED SOLUTION SUPPORT FOR CHANNEL PARTNERS
Relationship underscores TEKLYNX' continued investment in its channel

MILWAUKEE (May 14, 2013) − TEKLYNX International, the world's leading developer of barcode labeling software solutions, announces a new partnership with Niceware International, LLC. This partnership aligns with TEKLYNX' focus on reinvesting in its channel by providing additional support and resources for their reseller partners. This relationship will allow TEKLYNX' channel to leverage Niceware's extensive application expertise and services when facing advanced custom design requirements for labeling solutions.

"As TEKLYNX continues to invest in our reseller channel, our priority remains providing the best support and resources for our partners," said Laura Henderson, General Manager of TEKLYNX Americas. "Teaming up with a respected industry leader like Niceware International creates another opportunity to support our resellers and end users through a continued positive experience with TEKLYNX."

Niceware International, an experienced independent software vendor specializing in application workflow design and implementation, will assist TEKLYNX resellers with the design, development and deployment of advanced application as a value-added service. As a certified TEKLYNX partner, Niceware will be available to assist resellers in TEKLYNX enterprise sales, training, and pre- and post-sale support.

"After previously acting as a premier master distributor, our partnership with TEKLYNX will allow Niceware to broaden our scope as an independent software vendor," said Andrew Matter, President of Niceware International, LLC. "Niceware's partnership with TEKLYNX is a synergistic approach to offer channel partners additional resources as they sell and support integrated labeling software solutions."

The partnership between TEKLYNX and Niceware goes into effect on August 1, 2013.

About TEKLYNX International

TEKLYNX International is the world's leading developer of barcode labeling software solutions. Its products feature the widest range of device and driver support in the industry. More than 600,000 companies in 120 countries rely on its integrated software solutions for supply chain automation, warehouse management, shipping and receiving, inventory control and asset management. TEKLYNX's

channel program helps its resellers achieve maximum sales results through a software-focused business strategy. TEKLYNX is a Microsoft Gold Certified Partner, Oracle Gold Partner, and has connectivity relationships with multiple Enterprise Resource Planning (ERP) software providers. TEKLYNX is headquartered in France with operations in the United States, Europe, Japan, China and Singapore. More information on TEKLYNX International is available at http://www.teklynx.com.

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