

FOR IMMEDIATE RELEASE

Loftware to Extend Global Leadership in Enterprise Labeling with Investment from Riverside Partners

Portsmouth, NH — July 21, 2014 – [Loftware](#), Inc., the global leader in Enterprise Labeling Solutions, today announced that Boston-based investment firm Riverside Partners has completed its investment in the company.

Headquartered in North America, with offices in Europe and Asia, Loftware works with over 5,000 customers, across 25 major industries to meet their customer-specific, geographical and regulatory labeling requirements. Loftware's labeling solutions facilitate high-volume label printing, streamline operations and help customers meet rapidly evolving labeling requirements, while simultaneously reducing costs, driving topline revenue and increasing customer satisfaction. The company's software enables customers to design, distribute, deliver and trace labels across the supply chain.

"Loftware stands alone when it comes to meeting the high volume, complex, and mission-critical labeling needs of large, global companies," said David Belluck, a General Partner at Riverside Partners who will join the company's Board of Directors. "Although labeling is becoming more dynamic and regulated than ever, Loftware continues to innovate and deliver solutions that meet its customers' labeling requirements throughout the supply chain. We are pleased to complete this investment and to partner with Loftware's talented and experienced management team on the next phase of the company's growth."

Over the past few years, Loftware has enjoyed accelerated global market penetration, record sales and profitability. The company's labeling solutions allow global organizations to simplify their label printing processes, while enhancing design and integration capabilities with leading enterprise software applications.

"We are excited that Riverside Partners has recognized our market leadership and has chosen to partner with our growing company," said Robert O'Connor, Jr. President and CEO of Loftware. "Riverside Partners' experience investing in and growing leading enterprise software companies will prove invaluable as we continue to build on Loftware's track record of high growth, further expand our global reach, and maintain our relentless focus on the enterprise labeling market."

"Loftware is uniquely positioned to take advantage of the vast and growing enterprise labeling market. The company's innovative solutions, including Loftware Spectrum - the industry's only 100% browser-based enterprise labeling application, its unrivaled services, and unparalleled support, offer a wealth of opportunity," stated Belluck. "Loftware has a long track record of growth that outpaces the market and sustained profitability; we look forward to accelerating Loftware's momentum in the marketplace."

Signal Hill served as financial advisor and Golenbock Eiseman Assor Bell & Peskoe LLP and Bernstein Shur served as legal counsel to Loftware. Choate, Hall & Stewart LLP provided legal counsel to Riverside Partners.

About Riverside Partners

Founded in 1989, Riverside Partners is a middle market private equity firm currently investing Riverside Fund V, L.P. The fund focuses on growth-oriented companies primarily in the healthcare and technology industries. Riverside Partners is particularly experienced at partnering with founders, owners and management teams and it brings substantial domain expertise and operating experience to its portfolio companies. Today, Riverside Partners manages \$1 billion of equity capital and seeks to make investments in companies with revenues between \$20 and \$200 million. For more information, please visit www.riversidepartners.com.

About Loftware

Loftware, Inc. is the global market leader in Enterprise Labeling Solutions with more than 5,000 customers in over 100 countries. Offering the industry's most comprehensive labeling solution, Loftware's enterprise software integrates SAP®, Oracle® and other enterprise applications to produce mission-critical barcode labels, documents, and RFID Smart tags across the supply chain. Loftware's design, native print, and built-in Business Rules functionality drives topline revenue, increases customer satisfaction, and maximizes supply chain efficiency for customers. With over 25 years of industry leadership, Loftware's enterprise labeling solutions and best practices enable leading companies to meet their customer-specific and regulatory requirements with unprecedented speed and agility. For more information, please visit www.loftware.com.

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