

RedLine Solutions Inc. announces joining PFI Enterprises as a Faceforward™ Solutions Partner.

For Immediate Release

Santa Clara, CA, October 3, 2007 – RedLine Solutions Inc., a leading system integrator for Automated Data Collection systems is pleased to announce joining PFI Enterprises partner program as a Faceforward™ “Certified Solutions Partner”.

“We are excited about the benefits this joint solution can provide our customers. Faceforward™ is a natural platform for RedLine Solutions. It allows the end users with minimal Microsoft Excel knowledge the ability to create reports and analyze data. This ease of use eliminates the need for expensive IT expertise.” Said Todd Baggett, President and Founder of RedLine Solutions.

“Additionally, with the pre-made View Packs for Famous, our clients have ready made customizable reports for a number of key business areas. The bottom line is our customers can access and analyze relevant raw data faster in order to quickly arrive at the bigger picture and make business decisions.” Todd Baggett added.

"Faceforward™ provides users with the ability to step outside of structured reporting systems and actually perform ad-hoc analysis and reporting hence creating a new level of customization called self-serve. RedLine Solutions expertise proving and maintaining systems within the Agricultural marketplace made them a natural partner for our Faceforward™ data analysis and self-serve reporting tool.” said W.L. Hart, Manager of New Business Development, PFI Enterprises.

About RedLine Solutions

RedLine Solutions corporate headquarters is in Santa Clara, California with a regional office in Denver, Colorado. RedLine Solutions is a leading systems integrator for Automated Data Collection systems that delivers Bar Code, Radio Frequency Identification (RFID), and mobile solutions to members of the Warehousing and Agriculture Supply Chain. RedLineMobile™ provides a real-time interface for product movements, picking/staging, and shipments for Famous v.6x.

With RedLine Solutions, fresh produce businesses can streamline internal processes, increase efficiency, and meet food safety regulations and best practices.

About PFI Enterprises

Established in 2005 and headquartered in the agricultural heartland of the Pacific Northwest, PFI Enterprises, is a software development firm dedicated to providing its clients with innovative software solutions. From the field to the sales desk, PFI Enterprises has over 70 years of combined experience in the agriculture and fresh produce industry. In early 2006, they released their flagship product Faceforward™, a data analysis and self-serve reporting tool. Faceforward™ is a development platform for practical solutions and process improvements that can be tailor-made for individual clients.

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