



PCS Print Control Software, Ltd. Enters Into Exclusive Integration Partnership with MWA Intelligence, Inc.

The joint partnership offers enterprise-class M2M (machine-to-machine) solutions with added print management, behavior modification and cost recovery applications for the office equipment dealers

Scottsdale, Az., October 11, 2007 — MWA Intelligence, Inc. (MWAi), a leading provider of remote asset management tools and mobile workforce automation services, and PCS Print Control Software, Ltd., a leading provider of business enterprise software for controlling print environment, today jointly announced entering into an exclusive integration partnership. Moving forward, the two companies will market MWAi's Intelligent Asset and Intelligent Service modules as well as PCS' ROI Print Manager print management, behavior modification and cost accounting software to help office equipment dealerships efficiently respond to enterprise-wide asset management needs.

The new MWAi/PCS Print Control Software partnership will leverage a variety of data collection solutions to gather business-critical information from local, standalone and networked imaging devices. The MWAi M2M (machine-to-machine) enterprise solution suite with PCS Print Control Software print management, behavior modification and cost accounting solutions allow imaging dealers to know who is printing what documents to which devices, how many print/copies are being produced, which equipment needs to be serviced, when consumables need replenishment and much more.

"MWAi is committed to helping copier dealers and professional services organizations drive optimized workflows across their clients' copier/printer fleets, and our integration partnership with PCS Print Control Software, Ltd. is part of our strategy to provide comprehensive M2M solutions for the dealers," said Michael Stramaglio, President and CEO of MWAi. "The integration of this remarkable print management, behavior modification and cost accounting software with our enterprise-class M2M solution will provide a baseline of the customer's printing environment, and a blueprint for building greater cost-efficiency and productivity over time."

ROI Print Manager print management, behavior modification and cost accounting software helps businesses manage employee print activity within the guidelines of an optimal document management and production strategy. Customized routing rules automatically modify end user "print behavior" to contain output costs and balance workloads across the enterprise, all without disrupting productivity levels. Ongoing usage tracking and reporting also allows for adjustments as a company's document strategy evolves in line with its broader business objectives.

“The combination of ROI Print Manager software and MWAi’s Intelligent Asset solution suite takes document and device management to a new level of efficiency,” said Shane Hannan, Director of Sales, Print Control Software. “Clients are able to identify printing abuse, control costs, maximize existing investments and apply greater management to their printer fleet on an ongoing basis...it’s a tremendous opportunity for companies struggling to manage their print environment.”

To fully realize the benefits of a document management and production strategy, IT organizations must move from simply identifying print activity to implementing proactive cost containment. Rather than trying to stop users from printing, a cost containment strategy should be developed to enable the organization to enforce specific printing rules. For example, using the least-cost print capability and pre-defined criteria, ROI-enabled Intelligent Asset solutions from MWAi will review each print job request to ensure that it is automatically sent to the most appropriate, cost-effective and efficient network printer.

About Print Control Software, Ltd. — Print Control Software is a leading provider of business enterprise software for controlling print environment. Print Control Software was established in 1996 with Corporate Headquartered in Kent, UK and a US Office in Scottsdale, AZ. For more information please visit: www.roiprintmanager.com.

About MWA Intelligence, Inc. — MWA Intelligence, Inc. offers leading-edge technologies, world-class customer service and many years of expertise in the office equipment and utilities vertical markets. We deliver comprehensive solutions to companies in need of remote asset management and improved service standards. MWA Intelligence has developed a platform-independent approach to asset, service and mobile workforce management that is flexible and scalable to accommodate company’s unique requirements and grow as your business model evolves. Our solutions drive greater customer satisfaction and profit to the bottom line. MWA Intelligence was established on June 1, 2006 as a result of the spin-off from Electronics For Imaging, Inc. For more information, please visit: www.mwaintelligence.com.

Contact

Victoria Satran
VP of Marketing
MWA Intelligence, Inc.
480-538-5929
Victoria.satran@mwaintel.com
www.mwaintelligence.com

Shane Hannan
Director of Sales
PCS Print Control Software, Ltd.
480 483 2488
shane.hannan@roiprintmanager.com
www.roiprintmanager.com