



MWA Intelligence, Inc. and Image Star Launch Industry First nMPS Supply Chain

Image Star's i.s.connect™ eCommerce Web to secure and automate MPS Supplies replenishment fully integrated with MWAI's new nMPS National Fleet Service and M2M/M2P solutions.

Amsterdam, Netherlands — October 22, 2009 – MWA Intelligence, Inc. (MWAI), a leader in enterprise-class M2M (machine-to-machine) and M2P (machine-to-people) solutions and services, today announced a strategic partnership with Image Star, a leading wholesaler of imaging products, to increase dealer income and end-user satisfaction through integration of MWAI's Intelligent Device Management™ (IDM) to Image Star's i.s.connect™, the company's industry leading eCommerce web portal to provide high quality printer supplies and automated supplies ordering process for dealers and resellers.

Image Star's line of quality printer supplies will be an integral part of the nMPS, the industry-first national fleet service program that supports dealers and resellers across the U.S. to expand and enhance their MPS offerings to satisfy requirements from end-user organizations on lower TCO and supplies replenishment automation.

"Image Star has won a great reputation in its high quality supplies products, and is about to add their new value for their dealer and reseller customers in this MPS era," said Michael Stramaglio, CEO and President of MWAI. "End users demand lower cost of ownership in printing, which requires both competitive pricing of quality supplies and the efficient supply management process for dealers to proactively detect toner levels or toner low alerts to automatically replenish supplies."

This new offering is the result of a strategic partnership between Image Star and MWAI, designed to maximize synergies between a leading wholesaler of imaging product and the world's leading M2M/M2P solutions provider and MPS service.

Speaking on the partnership, Charlie Antell, Director, Business Development of Image Star said, "We are very excited to play a significant role in this industry first national

field nMPS service!” He added, “Having a successful 15 year track record, Image Star can guarantee that the end user will be satisfied with what we have to offer as a company. We pride ourselves on top notch customer service and solutions, paying close attention to each customer’s specific needs”

About MWA Intelligence, Inc.

MWA Intelligence Inc. (MWAi) delivers enterprise-class and leading-edge M2M (machine-to-machine) and M2P (machine-to-people.) MWAi provides an enterprise class solution designed to manage the MFP’s, Printers (locally or networked) collecting, automating meters, consumables, service alerts and Managed Print Service (MPS) tools. MWAi literally connects the people who service and sell the assets with the actual machines and ERP systems delivering greater customer satisfaction. Solutions include: Intelligent Service Management, Intelligent Managed Print Services, IntelliDashboard and Intelligent Device Management. For more information, please visit www.mwaintelligence.com.

About Image Star

Image Star is a leading wholesaler of imaging products offering a wide selection of OEM and compatible printer, fax, copier, and data media supplies. They have been distributing quality products at an exceptional value for over 15 years. For more information, please visit <https://www.imagestar.com/isps/index.html>.

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