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DataFashion and Openbravo partner to deliver tailored Software-as-a-Service offering to the fashion industry

- *ISV partnership will bring Openbravo's offering for small to medium businesses to the fashion world, reaching a 'neglected' component in today's fashion business ecosystem-*

Milan, Italy and Barcelona, Spain – 19th October, 2009 – **Openbravo**, the leading developer of web-based open source **Enterprise Resource Planning (ERP)**, and **DataFashion**, a recognized leader in manufacturing and trading solutions for fashion and luxury goods, have announced an independent software vendor (ISV) partnership. The new relationship will address the ERP needs of the fashion, footwear and luxury goods markets with a fresh Software-as-a-Service (SaaS) offering that targets small and medium businesses within the industry.

This exciting partnership combines DataFashion's experience from a decade of providing business process, commerce and logistics solutions to its global list of clients (including Canali, La Perla, Eden Park, Loro Piana and Bulgari), with Openbravo's award-winning ERP technology. It delivers a best-in-class hosted solution to meet the needs of small and medium businesses across the fashion world.

Pasquale Lambardi, CEO of DataFashion said: *"Small and medium businesses are a critical component in today's fashion business ecosystem. But when it comes to specific software and solutions to help them drive and grow their business, they are neglected. DataFashion's market expertise combined with Openbravo's technology will allow us to deliver the perfect-fit solution for the SMB fashion market, leveraging the latest technologies and providing them in a SaaS (software-as-a-service) model. The benefits of rich functionality combined with a significantly reduced cost of ownership, will enable fashion businesses to take advantage of the very latest information technology and meet the demands of today's fast-moving and competitive fashion world."*

Manel Sarasa, CEO of Openbravo added: *"DataFashion is building a dynamic new solution on our leading technology platform, and this demonstrates the excellent value proposition we can offer organizations that are interested in innovating their vertical solutions by building upon our existing infrastructure and functionality. We are excited about this partnership with DataFashion, a business with an enviable proven track record in the fashion, luxury, goods and footwear markets. We expect more ISVs in the future to follow the lead of DataFashion and build on Openbravo."*



About Openbravo

Openbravo is an award-winning developer of professional open source solutions for businesses, offering the industry's first real alternative to proprietary software. The company's web-based Enterprise Resource Planning (ERP) and Point of Sale (PoS) solutions, the most popular in their market, have been downloaded more than a million times and are used in over 50 countries. Openbravo's growth is fueled by an ever expanding international community of users, partners and developers. The company's commercial open source business model eliminates software license fees, providing support, services, and product enhancements via an annual subscription. Openbravo is venture backed and has received record funding in the Open Source ERP space from Amadeus Capital Partners, GIMV, Adara Venture Partners and Sodena. To find out more about Openbravo, please visit: www.openbravo.com

About DataFashion

DataFashion provides innovative feature rich technology solutions to empower rapidly changing business models and create a competitive advantage for its customers. For over a decade, DataFashion has globally and uniquely served the needs of companies like Canali, Bulgari, Loro Piana and La Perla, to cite a few. By delivering cost-effective solutions and providing full functional coverage, DataFashion is able to address the needs of traders, retailers, and manufacturers across a wide range of business models and products. The technology solutions combined with in-depth knowledge of the business make DataFashion the ideal partner for organizations of all sizes seeking to leverage innovation to meet the challenges of today's global marketplace. To find out more about DataFashion, please visit: www.datafashion.it