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# Press Release

## **ProWare Services, LLC launches new website and refreshed corporate logo.**

Plant City Technology Company offers AgWare™, an ERP software package that brings significant value to produce companies and FreshAware™ an RFID solution which enables unit level temperature and freshness monitoring.

**Plant City, FL August 24, 2012** - ProWare Services, LLC has launched an enhanced corporate website, [www.ProWareServices.com](http://www.ProWareServices.com). Jesse Naranjo, System Developer for ProWare Services, who designed the new website states "The newly deployed website brings a modernized flair, a "refreshed" ProWare Services logo, and new graphics and integration tools". Naranjo further states the site now provides "more comprehensive information presented in a logical and an easy to access user experience. Our previous web site was constructed when ProWare Services, LLC was initially formed in 2009. It has served us well, but now that adapting our web page and branding to reflect our expanded product line and service offerings.

In conjunction with the newly released website, ProWare has refreshed their corporate logo. The newly release logo is a result of brand awareness testing and input from internal and external marketing experts.

Don Walborn, Director of Sales/Marketing for ProWare Services, states that "The release of the new logo and updating of our website has been in the works now for quite some time. We have been targeting to get this released before the flourish of the fall convention activity and the increased marketing efforts we are going to structure around them. We have further plans for increasing the usage of [www.ProWareServices.com](http://www.ProWareServices.com) and make it a viable resource for both our marketing prospects and our engaged clients".

Recently ProWare Services complimented its ERP flagship product, AgWare™, with FreshAware™, a unit-level temperature tracking and monitoring system that utilizes Intellex XC3 RFID tags and readers. Extensive information regarding both of these offerings, as well as other ProWare professional services are easily accessible now at [www.ProWareServices.com](http://www.ProWareServices.com).

**For Release 9 a.m. EST, August 24, 2012**

**About ProWare Services, LLC.**

ProWare Services, LLC. is a software services company focused on providing solutions for the fresh produce and perishable food industry. The company's center of concentration remains on supply chain products and services that are affordable to small–mid-sized growers, packer/shippers, brokers, and distributors. ProWare's staff provides complete consulting and system integration services to support the effective implementation and long term support of these solutions. AgWare™, ProWare Services' flagship product has been a mature and stable platform deployed in the agricultural community since 1999. FreshAware™, ProWare's most recent addition works with Intellex RFID readers and tags to capture and monitor unit level time/temperature. This actionable collected data enables remaining post-harvest life prediction for improving inventory management, reduced shrink, and brand assurance. ProWare Services provides unparalleled products, services with commitment and integrity. For further information contact Don Walborn at (813) 752-7952 or [Don.Walborn@ProWareServices.com](mailto:Don.Walborn@ProWareServices.com)