

Item 411 Updates for July, 2011

Data Improvements:

1. Many new and OPSoftware exclusively available substitute items have been added to our database. We now have many more branded to branded subs and branded to private label subs than anywhere else! Over 50,000 subs and growing daily!
2. Our K-Cup initiative has been completed with many more chain crosses added for United and SP items.

Site Improvements

1. New speed optimizations have been published to the live site. These improvements will keep the response time of Item411 up as we continue to add new customers!
2. Substitute export option added to Bid Wizard. You can now select to export the new substitute items as part of your bid.
3. Price plan option in Bid Wizard. Bid Wizard now remembers the last price plan you used when exporting your bid again.

New ADX Console Released

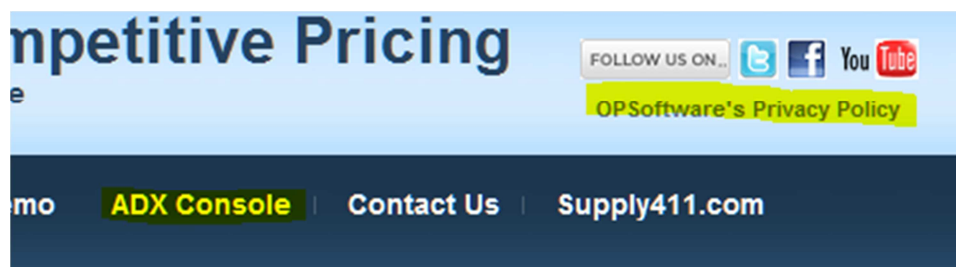
The ADX Console allows your system administrator to set your account options, passwords, and administrators from an easy to use Web interface. You can optionally create individual user accounts for Item411 access. Individual user accounts can be restricted in what portions of Item411 they can access and what data they see.

Login to Item411 and click the Help link for a guide to using the ADX console to administer your account.

Privacy Statement – Sharing Your Data with Your Competitors

There has been a lot of concern recently over the sharing and unintentional purposing of your private data. OPSoftware recognizes this concern and has published a privacy policy on our Item411 home page. Visit www.item411.com and click the Privacy Policy link for details.

On the Item411 home page (before you login) are the links to ADX Console and the Privacy Policy:



Phone System

We've installed a new phone system to better service our customers. You can continue to use the old number to contact me or choose from the following new numbers:

Main Number: 678-381-8035 New Fax Number: 678-381-8040

Sales & Support: 678-381-8085 Accounting: 678-381-8071

For more info, please contact Rick Marlette rickm@opsoftware.com 678-381-8085