MEDIA RELEASE

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FOR IMMEDIATE RELEASE

QuoteWerks Continues Its Real-Time Expansion with the Addition of BlueStar

QuoteWerks continues to evolve and meet needs of customers by including solutions-based distributor BlueStar to Real Time Module.

ORLANDO, FL (Vocus/PRWEB) July 9, 2009 — Aspire Technologies, Inc., a leading provider of sales quoting software solutions for the global small and mid-markets, confirmed today that it has again expanded QuoteWerks' real-time price and availability support to now include BlueStar, a leading distributor to the specialty electronics channel.

Headquartered in Hebron, Kentucky, BlueStar distributes a wide variety of product lines for Point-of-Sale, Bar Coding, Auto ID and Data Collection, RF Networks, Portable Data Collection Devices, Biometric Solutions, and Printers. Amongst the brands BlueStar represents are Datamax O'Neil, ELO Touch Systems, Honeywell, HP, Motorola, Toshiba, and Unitech.

"We are pleased to welcome BlueStar into our real-time community," states Aspire Technologies vice president of operations Brian Laufer. "Given today's hyper-competitive marketplace, companies require more from their distribution partners in order to succeed. With QuoteWerks and our real-time module, BlueStar's VARs will be afforded a level of agility and accuracy within their quoting process that is unmatched by the competition."

The QuoteWerks Real-time Module was developed to improve quoting efficiencies and accuracy through the ability for users to obtain real-time product pricing and availability data from select distributors such as BlueStar. Benefits of the Real-time Module include:

- The ability to deliver last minute price savings to their customers.
- Instant confirmation of stock on hand to fulfill the order, avoiding unexpected back order delays.
- Reduces the time spent by the distributor's sales support team to provide verbal confirmation of current pricing and availability for the company's customers.

Companies utilizing the QuoteWerks real-time module ensure that their products are correctly priced and stocked before quoting the customer. This unique advantage helps companies save countless hours every year by eliminating the need to contact their distributor sales rep for their pricing. Additionally, users can confidently send out quotes to customers, assured that their quotes have a professional appearance and are completely accurate.

"Partnering with QuoteWerks to offer our mutual customers real-time support is a prime example of how BlueStar delivers on our mission to exceed the expectations of our VAR customers by delivering the very best solutions, services and support possible," explains Rob Dorsey, VP U.S. Sales of BlueStar. "QuoteWerks offers unparalleled value and support for our customers."

In addition to running the Professional or Corporate edition of QuoteWerks, users who wish to access real-time price and availability for Accutech will need to purchase the QuoteWerks Real-time Module and be current on their Update Maintenance Plan. Users must also have an established reseller relationship

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with BlueStar. To learn more about becoming an BlueStar reseller, companies should register their interest on the BlueStar website by visiting: http://us.bluestarinc.com/en/become_a_reseller. Real-time Price and Availability support for BlueStar is available beginning with Build 47 of QuoteWerks, which was released on June 9, 2009.

About BlueStar
BlueStar is a leading global solutions-based distributor of Point-of-Sale, bar coding, data collection, radio frequency identification (RFID), and wireless mobility products. BlueStar works exclusively with VAR Partners, providing them with complete solutions at competitive prices. The company brings unequaled expertise to the market, offers award-winning technical support, and is an authorized service center for a growing number of manufacturers. For more information about BlueStar, please contact a BlueStar Account Executive or log on to www.bluestarinc.com.

About Aspire Technologies and QuoteWerks®
Aspire Technologies, the creators of the award winning QuoteWerks® sales quoting software, is the leading provider of sales quoting software with its award winning QuoteWerks® application deployed to thousands of businesses and enterprises worldwide. QuoteWerks® integrates with all major and leading CRM packages including ACT!™, Goldmine®, Maximizer®, MS CRM, Outlook®, TeleMagic®, salesforce.com® and SalesLogix®, SugarCRM™ and such popular accounting applications as QuickBooks® and Peachtree, enabling businesses in all industries to integrate QuoteWerks® seamlessly into their existing environments. Aspire Technologies is headquartered in Orlando, Florida and is a Microsoft Gold Certified Partner, Sage Software Gold Level Development Partner, and an HP DSP Partner. For more information please visit www.quotewerks.com.

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