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Ubiquity Brands' Select Snacks Unit Goes Live with itelligence Business Solutions and Support Advantage Hosting for SAP® Solution

Leading Snack Manufacturer Streamlines, Greatly Expands Business Capabilities

CINCINNATI, March 9, 2007 – itelligence, Inc. today announced that Select Snacks, an operating unit within Ubiquity Brands, has gone live with itelligence's it.CPG, a pre-configured qualified SAP® All-in-One partner solution for mid-market companies in the food processing and bakery industry. Complementing Select Snacks' implementation of the SAP solution, it.CPG will enable Select Snacks and Ubiquity Brands to incorporate industry best practices for its most important business processes, including EDI, sales and distribution order fulfillment, pricing and promotion, quality control and procurement, among others.

Ubiquity Brands, the Midwest's premiere manufacturer and distributor of salty and sweet snack foods, also has selected itelligence to provide hosting services for Select Snacks through itelligence's dedicated Support Advantage group, which offers a broad range of expert technical and functional SAP services and support. itelligence is one of only six companies with "Global SAP Hosting Partner" status and is the only company focused on the mid-market. As a leading small and midsize enterprise (SME) partner, itelligence fulfills the full scope of outsourced and support needs of 100 mid-market companies and 10,000 users globally.

Headquartered in Chicago, Ubiquity Brands is best known as the parent company of Jay's Foods, L.L.C., manufacturer and distributor of snacks such as its signature Jay's® potato chips, O-KE-DOKE® popcorn and Krunchers!® kettle & tortilla chips; Select Snacks, provider of premium quality private label salty snacks for a broad range of retail customers; and Lincoln Snacks, maker of Poppycock® and Fiddle Faddle®.

"Since acquiring Jay's, Lincoln Snacks and, most recently, Select Snacks, we have been working to operate as one company while maintaining the unique identities and standards of excellence each brand has with its customers," said Gary Rietz, VP and CIO, Ubiquity Brands. "Functionality, affordability and an inherent comfort level were crucial factors in our selection process, and the itelligence it.CPG solution offered more value than the alternatives. Working within a tight project timeframe for Select Snacks, the pre-configured capabilities of it.CPG product were appealing and significant in our selection of SAP."

“Because we understand Ubiquity Brands’ industry and its companies’ commitments to providing the highest levels of responsiveness to customers, we delivered a customized, scalable solution with a strong combination of functionality and ease of use features,” said Steve Niesman, itelligence president and CEO. “Our consultants have worked closely with Ubiquity’s team to ensure that Select Snacks’ infrastructure was fully operational on time and with the EDI, data integrity and additional capabilities required. We will duplicate these successes at Jay’s and Lincoln Snacks as all three Ubiquity companies continue expanding to meet the needs and opportunities of national customer bases.”

Jay’s Foods, L.L.C. is expected to go live with it.CPG in the summer of 2007, while Lincoln Snacks is expected to follow in 2008. Both companies will take advantage of itelligence’s Support Advantage hosting services.

“itelligence proved to us that SAP software can be both competitive and affordable, but they didn’t just sell us on the software,” said Rietz. “They also impressed us with their hosting capabilities and credentials, which are important to our business since we need additional resources to adequately support our data center.”

About itelligence

itelligence, Inc. is a wholly owned subsidiary of itelligence AG, an international full service SAP solution and consulting company with a global presence in 15 countries. Headquartered in Cincinnati, Ohio, itelligence maintains regional offices in Atlanta, Chicago, Dallas and Minneapolis. itelligence provides a broad range of SAP consulting services and SAP customer support options, including implementations, call center, hosting and training services. itelligence is an SAP Vertical Solutions Reseller (VSR) for mySAP All-in-One solutions and an SAP Channel Partner for the Small and Midsize Enterprise (SME) segment. itelligence is one of only 12 consulting firms to earn SAP Global Partner status and one of only 6 to earn SAP Global Hosting Partner status.

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