



MEDIA RELEASE

JADE ON THE RIGHT TRACK IN EUROPE RAIL MARKET

Christchurch New Zealand, 06 May 2010 - New Zealand software company Jade has secured multi-million dollar contracts with two of Europe's leading rail freight operators as its customers seek further savings.

Jade consults extensively to the logistics sector, working with major port and rail operators from Europe, the Middle East and North America to drive efficiencies with innovative systems and technology.

Jade Managing Director Craig Richardson says: "Rail freight operators are beginning to use many of the same strategies as ports to optimise operations and make their businesses more sustainable so we are expanding our logistics product portfolio into this adjacent market.

"In container ports, the focus has evolved from simply moving boxes to increasing the sophistication of data services, providing integration with all aspects of the business including new and emerging automation technologies. These combine to boost earnings by ensuring that revenue leakage is eliminated and the operation is transparent to the key stakeholders of the port."

With many easy wins now exhausted, international port and rail operators are digging deeper for efficiencies, turning to innovative systems and technologies to capture, combine and process data.

"You might think it would be difficult to promote New Zealand designed and developed rail management software in Europe", says Richardson.

"But after delivering material cost savings and productivity benefits to Europe's largest rail freight operator DB Schenker Rail, we have secured a five year, multi-million dollar contract to extend our *Master Rail* product to meet their emerging needs.

"This comes on the back recent implementations of *Master Rail* at Euro Cargo Rail (France's first private rail hauler with operations in France, Spain and through the Channel Tunnel to Britain) and Bombardier, to support their passenger rail operations in North America."

Jade sees opportunities in both emerging and mature markets where there is increased focus on optimising and building sustainable transport operations.

Richardson says a lasting impact of the global financial crisis is that savvy companies will never stop looking for ways to drive efficiencies and generally do more with less.

“In addition to better management of expensive rolling stock there are many other areas where improvements could be made. These include rail crew resource management, locomotive and wagon replenishment and maintenance, rail operations and back office services.

“Internationally the systems operating container terminals, inland multi modal terminals and the rail operations that connect them are beginning to converge. With our experience in both sectors this represents a great opportunity for Jade.”

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For more information, please contact

Craig Richardson
Managing Director
Jade Software
Mobile +64 21 991873

Julien Leys
JML Communications
Mobile +64 21 655 598

About Jade Software

Jade Software conceives, crafts and deploys market-leading products and high performance technologies for specialist markets.

Some of the world's best known companies trust Jade to design and build solutions to realise their greatest opportunities. Jade understands their customers' specialist markets and the macro trends that influence their long-term business strategy.

Jade's talented people, methods and technology make them truly different.

Jade has offices in the United Kingdom, United States, Canada, Australia and New Zealand. For more information please visit our websites at:

www.jadeworld.com

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