

For Immediate Release

May 2, 2011

**Nick Bova and Christian Hutter of Junction Solutions
Named to United Fresh Food Safety & Technology Council**

DENVER, CO—Junction Solutions (www.junctionsolutions.com), a provider of vertical, market-specific on-premise and on-demand software applications and services for the food and beverage, multi-channel retail and distribution industries, today announced that Nick Bova, COO, and Christian Hutter, vice president of manufacturing and distribution, have joined the United Fresh Food Safety & Technology Council (www.unitedfresh.org). The Council includes technical representatives from over 65 United Fresh Produce Association member organizations. Members work on all aspects of food security, food safety and technology through the total supply chain, working to bring the safest, highest-quality produce and most efficiency to end consumers.

“Nick and Christian both bring years of experience in the food & beverage industry to the table,” said Jeff Grell, president and CEO of Junction Solutions. “Each has a depth of knowledge and real-world understanding of the unique challenges faced by food & beverage organizations, including how to operate profitably in spite of fluctuating consumer demand, strict government regulations, raw material variability and capacity constraints. At Junction Solutions, we work with our food and beverage customers every day to address these challenges. I believe Nick and Christian will bring a valuable perspective to the United Fresh Food Safety & Technology Council.”

The United Fresh Food Safety & Technology Council is the produce industry’s strongest technical resource. Council members volunteer their time to shape industry policies and develop guidelines, educational programs and other documents that address a diverse array of food safety and technology issues affecting the produce industry.

“As the largest leadership group within the volunteer leadership structure here at United Fresh, the Food Safety & Technology Council has always been representative of the diversity and breadth of the produce industry, drawing on ideas and experiences from organizations of all shapes and sizes,” said United Fresh Senior Vice President of Food Safety and Technology Dr. David Gombas. “We are very pleased to welcome Nick and Christian to the Council and look forward to their input as we progress as an organization and an industry.”

Junction Solutions is a Silver Sponsor of United Fresh 2011, May 2-5 in New Orleans. The company will showcase several of its solutions at Booth number 1549, including JunctionFB, JunctionFB On-Demand, JunctionDS, Junction Solutions Direct Store Delivery and Junction Solutions Genetic Optimizer (GO). Junction Solutions will also preview a new solution, CLEARthru, an ERP-based traceability solution that provides consumers and B2B food and

beverage organizations the safety and product sourcing information needed to make informed buying and product usage decisions.

About The United Fresh Produce Association

United Fresh Produce Association is the industry's leading trade association committed to driving the growth and success of produce companies and their partners. United Fresh represents the interests of member companies throughout the global, fresh produce supply chain, including family-owned, private and publicly traded businesses as well as regional, national and international companies. The association was founded in 1904 to represent the produce industry, and took the name United Fresh as a result of the 2006 merger of the United Fresh Fruit & Vegetable Association and the International Fresh-Cut Produce Association.
www.unitedfresh.org

About Junction Solutions

With offices throughout the U.S. and U.K., Junction Solutions provides vertical-specific on-premise and on-demand software applications and services that help organizations enhance operational performance, reduce costs, expand delivery channels and strengthen relationships. Built on Microsoft Dynamics® AX and designed specifically for Multi-Channel Retail, Food & Beverage and Distribution companies, Junction Solutions' innovative offerings focus on enterprise resource planning, (ERP), supply chain management (SCM – demand, order, warehouse, yard and distribution management), human capital management, merchandising, order entry management, call-center management, eCommerce engagement and fulfillment. The company was named 2010 Microsoft Dynamics® Retail Partner of the Year. For more information, please visit www.junctionsolutions.com.

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