

## Al Hassani Group Selects Exactus' Aware Supply Chain Solutions to Support Growing Business

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DUBAI – November 10, 2008 – Business Systems Group (BSG), the regional competency center for Exactus Inc., announced today that Al Hassani Group has selected Aware Warehouse Management Solutions to run its new 2 Million square feet Distribution Center in Dubai Investment Park.

Al Hassani group is engaged in Import and wholesale of fast moving consumer goods including glassware, household goods and cosmetics; manufacture and distribution of food including nuts, sugar, ketchups and sauces, tea, milk powder, custard powder, breakfast cereals, beverages, baby food, candies, frozen food and meats products; food canning; manufacture of kitchen cabinets and wooden doors; provides information technology services; develops and invests in real estate properties. They have selected Exactus' Aware Warehouse management system (WMS) to support its rapid growth and expanding product lines.

After implementing Exactus' Aware WMS, the group expects to achieve significant logistics optimization that is key to its continued growth, including labor savings, decreased throughput time, increased fill rate, and improved inventory accuracy at the bin level. The company also expects the solution to increase visibility, driving informed decision-making across the company.

"With the new system in place, we are looking to consolidate diverse supply chain systems into a unified process," said Youl George, Logistics Manager at Al Hassani Group. "Tight integration of Exactus Aware Logistics Solutions can improve efficiency and visibility across the supply chain and increase productivity, helping Al Hassani generate value and achieve strategic advantage—both today and in the long term."

"We chose BSG because of its credible presence and vast experience in the Supply chain Software execution space," said Abbas Hassani, Vice President of Al Hassani Group. "Exactus' Aware Supply Chain Solutions offer the most functionality 'out of the box' to meet our needs. These solutions will help us establish efficient processes in our supply chain, effectively collaborate with our suppliers and stores and provide greater service to our customers."

"Exactus solutions help fast-growing companies like Al Hassani manage evolving business demands," said Mohideen Shaikh, Business Development Manager at BSG. "We're thrilled to work with Al Hassani Group on this strategic project that will help the company meet its aggressive goals for growth and distribution excellence."

### About The Hassani Group

Hassani Group of Companies is a family owned organization based in the UAE and operating in several countries in the

world. It's highly successful businesses are engaged in Trading, Manufacturing, Retail, Fashion and Logistics. The group's first commercial activity started back in 1912 and today, the group has over 30 different subsidiaries employing over 2000 people and growing. Some of the major international brands represented by the group include Kellogs, Cadbury, Safa, Heinz, Wernli, Maxell, McBride, Tiger, to name a few.

Hassani Group is committed to support its growth with constant investment into activities to sustain manageable growth. In this regard, Hassani group will be transferring its operations in UAE to a new single location 450,000 square meter facility. More information is available at [www.hassanigroup.com](http://www.hassanigroup.com)

#### About Exactus Inc.

Exactus is a leading software technology development company that provides world-class supply chain execution solutions. Our solutions can help customers streamline their process models and transform their physical logistics management supply chains into superior value chains to differentiate themselves and gain a competitive advantage.

Our portfolio of tightly integrated and highly adaptable solutions encompass warehouse management, transportation management, freight management, finance management, trading partner management, and performance management. Exactus solutions are fully backed up with our best practices-based rapid deployment implementation methodology that leverages the right set of skills, technical assets, domain knowledge and industry expertise to help add value to our customer's business. The result: one of the industry's lowest total cost of ownership. More information is available at [www.exactus.net](http://www.exactus.net)

#### About BSG

BSG is one of the leading information technology solutions company operating in the Middle East markets since 1995. BSG is the Competency Center for Exactus in the region and its primary focus is the delivery of Supply chain execution solutions and services to customers. The Center comprises of a team of cross-functional experts with clearly defines tasks, roles, responsibilities and processes for supporting the most effective deployment and use of Exactus solutions.

BSG have the experience and expertise of building, testing and implementing mission critical applications at hundreds of enterprise customers and understand the complexity of fully integrating our solutions into customer's existing business processes and system environments. BSG have implemented enterprise solutions at over 300+ customers across the Middle East and its clients in the region include 3PL logistics service providers as well as warehousing, distribution, transportation, and Freight forwarding companies. More information is available at [www.bsgme.com](http://www.bsgme.com)

#### Business Systems Group

Block 17, Knowledge Village, Dubai, UAE

Email: [raheelk@bsgme.com](mailto:raheelk@bsgme.com)

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