



Malaysia's Ogawa World Berhad drives growth and customer service excellence with SL Information System and IBM Malaysia.

- The leading healthcare retailer deploys PRONTO-XI and IBM System p in stores nationwide -

Petaling Jaya, January 29, 2008 – Reaffirming its leadership in innovative healthcare products, Ogawa World Berhad, a home-grown retailer of health and wellness equipment in Malaysia has appointed SL Information System and IBM Malaysia to roll out their enterprise management systems to deliver innovation, drive growth and customer service excellence.

This partnership, involving a RM 2 million investment from Ogawa World Berhad will enable the company to further increase the standards of its customer service and store process productivity. The solution will enable Ogawa to seamlessly integrate core operations from the storefront to the corporate back-office. SL Information's PRONTO – Xi Retail solution will be powered by IBM's System p550 server and will allow for the streamlining of overall management workflow from sales to forecasting and planning.

PRONTO-Xi Retail Solution will enable Ogawa to run industry-specific business processes for store-level forecasting and replenishment and merchandise planning, while better managing point-of-sale data, procurement processes and back-office functions which will allow the company to further expand from 172 stores to a projected 350 stores over the next five years.

"We understand that innovating the way we run our operations is vital for any growing company. In order to compliment our growth and expansion plans, a complete and transparent business process overview and an integrated system is of importance. With this implementation we are able to enhance our operations to respond efficiently and speedily to all our business needs" said Louis Chong, Executive Director, Ogawa World Berhad.

With many years of growth, Ogawa's business model has evolved to meet changing market dynamics and to explore new market opportunities. The selection of PRONTO-Xi Retail is one step in a milestone transformation at Ogawa to upgrade its IT systems to the latest technology and gear its business for continuing growth.

Ogawa is looking for a robust IT infrastructure that can facilitate them to achieve both operational and customer service excellence across all countries. With the system in place, Ogawa will be able to optimize back end operations, keep up with daily transaction volumes as well as workload peaks while ensuring uninterrupted service to meet customer's demands.

The Company will be able to receive precise and timely information on customer buying behavior to assist them in making better strategic decisions. In addition, inventory harmonization measures and customer relations programs can be developed more dynamically according to business needs. With the PRONTO-Xi implementation, Ogawa will be able to monitor the entire life cycle of its inventories, simultaneously providing feedback to their PDD department to develop and innovate new products to meet its existing and potential customers' needs and requirements.

"Like Ogawa, ninety percent of retailers in Malaysia are midsized enterprises that require tailored solutions that drive customer and operational excellence for the retail industry," said Ho Wai Chun, Pronto Division Manager, SL Information System. "It is SL Information's aim to enable Ogawa to attain an accurate overview of its business operations by providing process visibility and transparency, drive production efficiencies, maintain operational costs, and provide better customer service. We will leverage our wide experience and deep insight from past successful Pronto implementations to deliver tangible, significant value for Ogawa's business operations."

This continuous partnership will enable Ogawa to standardize its business processes across Malaysia. The first phase of the project will start in the first quarter of 2008 with the implementation of the latest PRONTO-Xi ERP application and the simultaneous deployment of the PRONTO-XI POS solution portfolio.

"With its reliability, availability and serviceability features, IBM System p is an ideal platform for building a versatile and powerful high-performance computing cluster. We are delighted that our partnership with SL Info has enabled this deployment of efficient and effective solutions for Ogawa and we will continue to harness this successful partnership," said Chiam Yat Seng, General Manager, General Business, IBM Malaysia. "In view of the increased competition, its good foresight for Ogawa to invest in a fully collaborative system and infrastructure to sustain its competitive edge and maintain market leadership"

About Ogawa

Listed on the Main Board of Bursa Securities on 18 April 2007, Ogawa World Berhad is principally involved in the design and development, marketing, retailing and distribution, and servicing of health care equipment and supplementary appliances under its own trademark-registered brand names, OGAWA and DEKI.

Having successfully established itself in the Malaysian health and wellness equipment market, the Group has since expanded with market presence in six other countries and territory. As at end FY07, the Group has a total of 172 retail outlets in Malaysia, Singapore, China, Hong Kong, Indonesia, Australia, Vietnam and Thailand. Its emphasis on innovative product designs and strong brand development has accorded the Group with a number of prestigious awards, including Best International Brand Award 2004/2005 and Superbrands Malaysia 2005, as well as being awarded the first overseas accreditation by SuperBrands Singapore, under the Consumers' Choice category in 2006.

About SL Information System

Established in 1984, SL Information Sdn Bhd is the sole local distributor and implementation partner of the Australian PRONTO software in Malaysia. Visit www.slinfo.com.my or call 03-7804 0778 for more information.

About PRONTO Software

PRONTO Software Pty Ltd, a fully Australian-owned company, was formed in 1976 and has grown to become a recognised leader in the development, implementation and support of business software solutions. PRONTO Software's fully integrated Enterprise Management Solution is suitable for Accounting, e-Business, Facilities Management, Manufacturing, Point of Sale, Project Costing, Retail, Service, Rental, Supply Chain Management requirements and a host of industry applications.

About IBM

For more information, please go to www.ibm.com

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