

Press Release

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SOFTWARE COMPANY HELPS MANUFACTURERS STAY COOL UNDER NEW LAW

VICINITY MANUFACTURING™ ADDRESSES NATIONAL COUNTRY OF ORIGIN LABELING REQUIREMENTS

ATLANTA, GA, MARCH 26, 2009: Vicinity Manufacturing announced today the latest innovation within its process manufacturing solution. Vicinity software will now address all federal [Country of Origin Labeling](#) (COOL) requirements which became official last week. Vicinity is the leading process manufacturing solution for Microsoft Dynamics® suite of financial and distribution. Written specifically for the formula manufacturing industry, Vicinity automates and integrates critical information along the supply chain. By providing comprehensive disclosure of the source of every raw material within a manufacturer's finished goods Vicinity users will know the exact location of every lot measure down to a percentage level.

The mandatory COOL law requires many, but not all, retailers to ensure that country of origin information is provided for certain beef, lamb, chicken, goat, and pork products (covered commodities). The law also directs the [Secretary of Agriculture](#) to issue regulations to implement these labeling requirements and USDA published a final rule that went into effect on March 16, 2009.

Packers and processors that supply covered commodities to their retail customers must provide COOL information to those retailers and that information can be provided in a number of ways, including providing the information on invoices or other transaction documents, providing the labels to the retailer, or labeling the product directly. The information provided by Vicinity provides manufacturers with the critical data needed to meet these latest federal compliance requirements.

[Vicinity Manufacturing](#) co-founder and CEO, Randy Smith, said, “Country of origin disclosure has become a significant compliance issue for formula manufacturers, especially in the food industry. The requirement to be able to assign one or more country codes to any inbound raw materials lot has become vital. Vicinity has made it possible to associate country of origin of a raw material to a finished good.”

The company plans to continue concentrating its software development in the field of regulatory compliance. The recent wave of “food scares” and industry-wide recalls manufacturers working harder than ever to meet the stringent policies passed down by the federal government. Vicinity Manufacturing is the first software application in its class to address Country of Origin labeling requirement specifically

To learn more about Vicinity Manufacturing or to schedule a demo, visit our website at

www.vicinitymanufacturing.com.

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About Vicinity Manufacturing

Vicinity Manufacturing™ is a software solution designed exclusively for the formula manufacturing industry. Our solution extends the industry leading Microsoft Dynamics™ financial and distribution family to deliver a powerful and flexible ERP solution. Whether your business is running Microsoft Dynamics GP, Microsoft Dynamics SL, and Microsoft Dynamics NAV or completely new to the benefits of Microsoft Dynamics, Vicinity will work with you to streamline the coordination of raw materials to finished goods increasing productivity and profit. As a Microsoft Gold Certified Partner, Vicinity Manufacturing will help put together the missing ingredient in your formula manufacturing business solution. Vicinity Manufacturing understands the unique challenges of batch manufacturing and addresses these issues in an easy and affordable solution. For more information, email

info@vicinitymanufacturing.com or visit www.vicinitymanufacturing.com