



FOR IMMEDIATE RELEASE

Avanti Software Launches New Brand.

Calgary, AB – October 20, 2008 - Avanti Software Inc. is excited to announce the launch of a new brand built around the tagline “Your People. Your Data. Your Profits.” The new tagline identifies Avanti’s unique strengths in the marketplace and relates them back to the needs of the clients.

Your People: We help you strategize and be efficient when managing your most valuable resource, your people.

Your Data: Owning your data allows for control, access and risk management. A single integrated database promotes information sharing.

Your Profits: We help you streamline current operations with an integrated approach to employee management adding to your bottom line with significant time savings.

“It was time to shift our brand message to encompass more of what we do for organizations throughout Canada.” says Stephen Habel, Vice President. “Our new focus is to help organizations understand the power of an integrated approach with Human Resources, Payroll and Time & Attendance software.”

Avanti Software provides Human Resource, Payroll and Time & Attendance software to the Canadian marketplace. Founded in 1980 Avanti Software Inc. is Canada’s most established, fully integrated HRMS software provider. For more information on Avanti and its products, go to their website at www.avanti.ca.

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