

FRANWELL, INC. ANNOUNCES A TECHNOLOGY PARTNERSHIP WITH THE UNIVERSITY OF FLORIDA'S CENTER FOR FOOD DISTRIBUTING AND PACKAGING

SARASOTA, Florida – February 27, 2004 - Franwell (formerly Franwell Software, Inc.) announces a new partnership with the University of Florida's Center for Food Distribution and Packaging. This partnership was formed to develop the requirements for using Radio-Frequency Identification (RFID) technology in the food industry.

This joint study with the University of Florida is designed to be the most extensive scientific research specifically targeting the food supply chain. The comprehensive objective of the project is to explore both the technology and the hardware designs needed to implement RFID systems in the food industry. An advisory board has been set up to review and provide feedback on the developments. This board includes such major food industry leaders as Wal-Mart and Royal Ahold, a Dutch retailer.

Jeff Wells, President and Chief Executive Officer of Franwell, Inc. stated, "RFID technology offers significant opportunities in the distribution of food products. These include more accurate inventory tracking and controls as well as real time inventory traceability. This study will ultimately validate the requirements for implementation of RFID on a broad basis."

Franwell is a technology leader in the food industry and a major systems integrator for RFID technology. The company also has extensive software experience in the food industry as a developer of Agware®, leading logistic and supply chain software solutions specifically designed for the produce industry. "The experience Franwell has in all facets of food distribution, has helped us rapidly integrate RFID technology into our existing software," stated Wells, "and we are excited to have accomplished our goals toward making the implementation of RFID with other warehouse management systems more effective."

Franwell Inc. is headquartered in Plant City, Florida. For more information, contact Jeff Wells at (813) 752-7952 x223 or e-mail Jeff@agware.com