

CRANE**streamware**

A Crane Co. Company

FOR IMMEDIATE RELEASEContact: Lisa Fruitt
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781-274-0330**CRANE STREAMWARE LAUNCHES DATAMAX 2.0—
GROUNDBREAKING BUSINESS INTELLIGENCE TOOL FOR VENDING**

Norwood, MA, September 9, 2008—Crane Streamware, a Crane Co. Company, today announced the launch of DataMAX 2.0, the company's groundbreaking business intelligence tool for the vending industry. DataMAX helps vend operators make smarter, better-informed decisions using the vast amounts of data stored in VendMAX, Streamware's vending software system. Using advanced Online Analytical Processing (OLAP) technology, DataMAX's executive-level reporting, exception reporting, and fine-tuned analysis capabilities provide management with instant answers to critical questions about sales, profits, and business trends.

"Operators need to know how their routes are performing—which customers are profitable; what products are selling better over time; where are there price deviations—and they don't want to spend hours digging through data to get the answers," said Damien Moroney, Streamware's Vice President of Sales & Marketing. "With DataMAX 2.0, VendMAX users can find and present the information they're looking for in minutes, in a single view, and with the custom parameters they've set for their business."

DataMAX 2.0's **executive-level reporting** feature lets operators see the full sweep of their business, beginning at the "30,000 ft. view" and drilling down to the month, week, and day—even to the machine level if need be—to find the data they need. For example, a rolling 12-month trend analysis can answer such questions as, "Which customers' gross margins don't meet my criteria anymore?" Streamware's Moroney noted that with the razor-thin margins most vending companies operate on, "making smart decisions based on the kinds of precise, actionable data DataMAX delivers can make all the difference regarding profitability."

DataMAX's **exception reporting** lets operators pinpoint problem areas quickly and efficiently, eliminating the need to

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weed through pages of data to find the short list of current or potential issues. Operators set the thresholds for problem areas; DataMAX highlights them on the screen for easy access. With DataMAX's broad range of **customized views**, operators are in control, tailoring views to match their company's specific needs. "Operators can define how they want to view, analyze, and report the data," noted Moroney. "They can build their own views for exporting data into whatever accounting software tool they're using with no costly custom work."

Streamware engineers have completely overhauled the DataMAX module, making DataMAX 2.0 not an upgrade but an entirely new product. "We listened to our customers and made wholesale changes to make the product exactly what VendMAX users want," said Moroney. "DataMAX is now embedded directly in VendMAX for a complete, seamlessly integrated software solution. All of the customized capabilities are new, and the DataMAX screens are intuitive, with familiar looking VendMAX reporting filters. There's no new software to learn or costly system integration expenses to incur."

For more information on DataMAX contact Streamware at 800-4-STREAM or visit www.streamware.com.

About Crane Streamware

Crane Streamware, a Crane Co. company and business unit of Crane Merchandising Systems, is a provider of management software and professional services to the vending and route delivery industries. Streamware's primary software products are VendMAX and DeliveryMAX.

VendMAX is an open-architecture system tailored to the demands of growing vending organizations. DeliveryMAX provides account management, inventory control, and sales support to route delivery companies, including office coffee, bottled water, and office products.

Founded in 1991, Norwood, MA-based Streamware was acquired in 2000 by Crane Co., a \$2.6 billion diversified manufacturer of engineered industrial products. For more information call Streamware Corporation at 800-4-STREAM or visit the web sites www.streamware.com.

Crane Co. is a diversified manufacturer of engineered industrial products. Crane Co. is traded on the New York Stock Exchange (NYSE:CR). For more information about Crane Co. visit the company web site www.craneco.com.