

Press Release

Dog Products Retailer Pooch Inc. to 'Put on the Dog' With E-Commerce Platform From SAP

Newtown Square, PA--PRNewswire.com-- June 25, 2007--SAP America, Inc., a subsidiary of SAP AG (NYSE: SAP), today announced that Pooch Inc., the newly launched luxury product catalog and web site tailored to delivering the most unique, high-quality collection of dog products worldwide, has implemented SAP(R) Business One to drive business growth and deliver an effective e-commerce platform. The solution was delivered and deployed by SAP Business One certified business partner **Apollo Consulting** (www.apollocon.com) of San Francisco, California. SAP Business One, a user-friendly business management application for small businesses, will drive Pooch's business launch initiatives and will effectively expose its creative, luxury products through extensive e-commerce capabilities.

Based in San Francisco, Pooch Inc. unveiled <http://www.poochonline.com> in May 2007, which will serve as an online retail shop offering elegant and luxurious products for today's chic canine. With Walk on the Wild Side 2007 catalog now offering a collection of innovative accessories and apparel for dogs and 2007 Spa catalog featuring pooch customized pillows, robes, sweaters and spa care products. Pooch Inc. employs SAP Business One to track inventory, manage contacts with suppliers and wholesalers and expose their exclusive product line to an ever-increasing customer base. The solution's e-commerce tool will fully integrate with Pooch Inc.'s online store (to launch in summer 2007) to provide a single interface for product catalog, order processing and online customer service capabilities.

"Now that our implementation is operational, we can focus on the upcoming opening of the online store and our mission to provide our clientele with the best quality products for the dog lifestyle," explained Marjorie Scholtz, founder and CEO, Pooch Inc. "With SAP Business One, we avoid the hassle of synching up complex processes or maneuvering through cumbersome applications -- the ease-of-use is evident and it frees us to concentrate on winning new customers."

"As a newly-formed business, Pooch Inc. has faced many tough decisions in regard to arranging and managing their operations," said Scott McMahon, partner, **Apollo Consulting** LLC. "By choosing SAP Business One, they have built a foundation that allows them to hit the ground running, while also ensuring an IT infrastructure that will grow with their business."

About **Apollo Consulting**

Apollo Consulting, LLC was founded in 1997 with the goal of helping companies achieve their business objectives through the successful purchase, implementation, training and support of application software. With offices throughout North and South America, we have a strong team of experienced consultants that are dedicated to

SAP(R) Business One. Our knowledge in accounting, technology and specialized industries combined with hands on real world situation experience will provide customers with world class service for small to mid-sized businesses.

Additional information can be found at <http://www.apollocon.com>

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