



the professional
labeling software

EURO PLUS d.o.o., Computer Engineering, Lojzeta Hrovata 4c, SI-4000 Kranj, Slovenia
Telephone: +386 4 28 05 000, Fax: +386 4 23 31 148, E-mail: info@europlus.si

For immediate release!

New NiceLabel Developer Series 5.2.! Take advantage of SDK benefits to master global markets and escalate in mobile applications development!

The new version answers global trends in label printing integration and global information delivery.

Kranj, July 29, 2008 - Euro Plus, the international leading developer and supplier of professional software solutions for the Automatic Identification Area, is proud to announce the release of **NiceLabel Developer Series 5.2**, which provides tools to integrate professional bar code and RFID smart label printing into desktop, mobile and web applications.

The NiceLabel Developer Series strongest benefits include a powerful label printing engine, user friendly stand-alone label designer and optimal printing to any local or server – connected printer. The product allows application developers to enable their customers printing from the Web browser without any manual local software installation and is an excellent choice for integrating Web-based bar code and RFID smart label printing. To really strengthen its functionalities, the new NiceLabel Developer Series also addresses company software protection issues.

"To meet the future demands of application developers in the AIDC area, especially those in the logistical, warehousing and retail markets we are challenging them with a new, functionality-empowered WebSDK that allows printing data from a central location across the globe." said Andrej Zrimšek, Director of Development in Euro Plus. *Furthermore, we are presenting PocketSDK – a mobile print engine API to fit into the systems that require printing labels, identification and data collection on handheld devices.*

"The demand for printing over the web is increasing even beyond our expectations. It's a definite proof that empowerment of our NiceLabel product portfolio was the right choice. The NiceLabel Developer Series is a comfortable and cost effective choice for expanding competitive advantage of a company", added Matej Košmrlj, Managing Director at Euro Plus.

For more detailed information on NiceLabel, please visit www.nicelabel.com.

Additional information contact: Gregor Potocar, Partner Channel Manager; tel. +386 4 28 05 000; sales@nicelabel.com; <http://www.europlus.si>; <http://www.nicelabel.com>

About NiceLabel

NiceLabel is a family of professional labeling software products that provide a complete bar code printing solution to desktop and enterprise users. NiceLabel consists of three major product series:

- *Standard Series – NiceLabel product series for barcode and RFID label design, printing and entry-level integration.*
- *Enterprise Series – NiceLabel product series for centralized printing system management and integrated high-volume printing*
- *Developer Series – NiceLabel product series for software publishers and system integrators, which addresses specific needs for label printing from desktop, server, mobile or Web-based software applications.*

NiceLabel is translated in 25 languages. Its power is unleashed in combination with over 1300 true Windows thermal printer drivers. Carefully and creatively designed user interface, rich integration options and unique data-entry application provide the quickest and the most productive label design and printing options. For further details, please visit <http://www.nicelabel.com>.

About Euro Plus

Euro Plus is one of the world's major software and service providers in the area of Automatic Identification and Data Collection. The company is recognized for its state of the art labeling software and true Windows drivers for thermal printers. As a Microsoft Certified Partner and Oracle Certified Partner, Euro Plus presents a perfect business opportunity for all companies searching for a highly capable and reliable partner for future business. The company is headquartered in Kranj, Slovenia, Europe. More information available at <http://www.europlus.si>.

###