

## **ETP INTERNATIONAL**

### **Lawson Software Expands Partnership with ETP International**

#### **ETP to deliver Lawson M3 Enterprise Management System in India, Sri Lanka and Bangladesh with an enhanced partner agreement**

Mumbai, June 24, 2010 -- ETP International announced an expanded partnership with Lawson Software (Nasdaq: LWSN). Under this new extended agreement, ETP, a Lawson partner for over 12 years, will sell and implement the Lawson M3 Enterprise Management System to Fashion manufacturing and distribution companies in India, Sri Lanka and Bangladesh. ETP will be supporting this expansion through increased investments in sales, marketing, consulting and support operations in Mumbai, New Delhi, Bangalore, Colombo and Dhaka.

Lawson M3 Enterprise Management System is an Enterprise Resource Planning (ERP) system designed to meet the needs of companies within fashion, food, manufacturing, distribution and equipment service management & rental industries. With over 30 years experience in these industries, Lawson offers industry-specific functionality that caters to the changing needs of firms operating in growth markets in the region, providing flexible and scalable solutions to growth oriented companies in these markets.

ETP has worked with Lawson M3 over a decade to deliver successful projects across the region. Currently, ETP is recognized as one of the leading Fashion, Food & Retail enterprise solutions in the region. ETP has implemented Lawson M3 at some of the largest Fashion, Food and Retail companies in the region such as ITC Wills Lifestyle, Brandix Lanka, Prima Lanka, and BMA International.



At the agreement signing ceremony, (R) Mr. David Hope - GM & Regional Managing Director, Lawson Software Asia Pacific & Japan and (L) Mr. Naresh Ahuja - Chairman, ETP International.

"We are pleased with the enhancement of our partnership with Lawson, which enables us to provide industry-specific ERP solutions for the businesses we serve. This enables us to provide more value, flexibility and operational excellence to our customers." said Naresh Ahuja, CMD of ETP International. "In the Indian subcontinent, the apparel industry has seen remarkable changes in the past few years making it one of the region's largest foreign exchange earners. The high growth is fueled by quality products, competitive pricing, economies of scale and favorable international business norms. ETP intends to empower its fashion customers with cutting-edge scalable enterprise software systems that help them sustain growth and evolve according to their unique business demands. Further, ETP & Lawson will assist customers to increase operating margins by simplifying their businesses through streamlined processes, by reducing costs and enhancing operational performance."

"To fulfill our mission of making our customers stronger, we align with proven channel partners having strong domain expertise," said David Hope, GM & Regional Managing Director for Lawson Software, Asia Pacific & Japan. "Our long standing partnership with ETP is an example of our continued commitment to building a partner ecosystem in the region. Our focus is to support our customers by aligning with organizations that are focused on the industries that we serve."

### **About ETP International**

ETP is an enterprise software company with a presence in over 14 countries across Asia Pacific, India and the Middle East. In the Indian Subcontinent, ETP sells and implements the Lawson M3 Solution. ETP delivers retail solutions to its customers using the ETP V5 retail management software platform. ETP complements both solution suites with a wide range of consulting services. Visit ETP online at [www.etpgroup.com](http://www.etpgroup.com).

### **About Lawson Software**

Lawson Software provides software and service solutions to 4,500 customers in equipment service management and rental, fashion, food & beverage, healthcare, manufacturing & distribution, public sector (United States), service industries, and strategic human capital management across 40 countries. Lawson Software is a global provider of enterprise software, services and support to customers primarily in three sectors: services, trade and manufacturing/distribution. Lawson's solutions include Enterprise Performance Management, Human Capital Management, Supply Chain Management, Enterprise Resource Planning, Customer Relationship Management, Manufacturing Resource Planning, Enterprise Asset Management and industry-tailored applications. Lawson solutions assist customers in simplifying their businesses or organizations by helping them streamline processes, reduce costs and enhance business or operational performance. Lawson is headquartered in St. Paul, Minn., and has offices around the world. Visit Lawson online at [www.lawson.com](http://www.lawson.com).