Selerant Announces Expansion To Greater China Market

NEW YORK – (March 24, 2010) — Selerant (www.selerant.com) announces its expansion into the Greater China Market, answering the demand of an untapped PLM (Product Lifecycle Management) market for the process manufacturing industry.

"DevEX (Selerant's web-based PLM solution) provides the much needed innovation and product data management tools needed in China. And on a more critical note- provides them with an integrated regulatory toolset to manage the newer legislations passed by the government." Nicola Colombo, Selerant CSO explains, "When melamine-contaminated milk infiltrated the market, the government pushed for stricter requirements. Corporations were then forced seek greater control in their own management tools. DevEX gives them the control; and now our new operations will give them access to these tools."

Selerant is closely coordinating with ValuePlus, a Taiwanese consulting firm with strong expertise and knowledge about PLM in the process industry. "We have established a strategic alliance with ValuePlus, it is a trusted partner that helped us develop an out-of-the box PLM solution for the Chinese speaking market. Moreover, we are also delivering legislation data that will make DevEX a ready-to-use PLM for Food and Beverage."

The roadmap for this plan includes the offices opening in Taipei, Shanghai and Beijing with local consultants and support teams. Selerant has also announced availability of SAAS PLM for China Market from 4th quarter of 2010.

"We are happy to be selected has strategic partner. DevEX, is most certainly the state of the art for PLM in Process Industry, " states Christie Lin, Value Plus Director of Business Solutions. "It provides flexibility while having everything that a company needs to quickly start leveraging the benefits of PLM. "

About Selerant

Founded in 1990, Selerant Corporation focuses solely on formula-based product development software to expedite time to market, ensure quality and regulatory compliance, improve product quality, and build lasting relationships with their customers.

Earning the prestigious ISO-9001: 2000 certification for best practices, as well as successfully achieving FDA 21CFR PART II compliance implementation, Selerant provides exceptional service and solutions for over 500 companies and global mid-sized organizations. With a global presence and over 300 cumulative years of experience, Selerant offers unique expertise to serve leaders in process

manufacturing industries, including: Food, Beverage, Flavor, Chemicals, Paint, Ink, Fragrance, Household Goods, Pharmaceuticals, and Cosmetics.

Learn more at www.selerant.com

About Value Plus

Our highly-qualified team is the only Taiwan member of the Supply Chain Council (SCC) drafted Design-Chain Operations Reference (DCOR) model. In conjunction with the US Department of Defense, IBM, PRTM, HP, Tata Consulting, and Cisco, we jointly formulated DCOR as the standard framework of our corporate R&D processes, and we rely on DCOR to obtain R&D processes, analysis, improvements, and PLM information system planning and adoption services. DCOR therefore enables us to improve the efficiency of our R&D, management, and product innovation.

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