



AOS Web-com, Inc. Launches Rebranding Campaign

Lakewood, NJ (August 16, 2007) – AOS Ware is pleased to announce their new brand identity. Formerly AOS Web-Com, Inc., AOS Ware will continue to offer robust business management and eCommerce solutions for the Office Supply industry.

“The change is very subtle, and we did that intentionally”, explains Director of Marketing for AOS Ware, Jennifer Stine. “AOS Web-Com, Inc. has built brand awareness and equity around its name for the past several years. We simply felt it was the right time to position our company brand around software, thus the transition to AOS Ware.”

The product brands – Dealer Commander, OP Commander and Quote Commander – will remain the same. “Our strategy revolves around our product brands. You will always see these brands take precedence over the AOS Ware brand. We want our market segment to relate to the product solutions themselves, not necessarily the parent company behind the brands,” Ms. Stine explains further.

AOS Ware is in the process of launching a new website at <http://www.aosware.com>, as well as revamps of all their product brand sites. In addition, AOS Ware is looking forward to launching new features and functionality within their Dealer Commander and Quote Commander systems. According to Ms. Stine, “It’s an exciting time to be a part of AOS Ware. Our new brand positions us perfectly in the marketplace, and our products and solutions speak for themselves”.

AOS Ware will showcase their full suite of business management and eCommerce solutions at the Action Emco show in Atlantic City, NJ on October 18, 2007.

About AOS Ware

AOS ware, formerly AOS Web-Com, Inc. offers fully automated back-end business management and eCommerce solutions for the independent office supply dealer. Their brands include Dealer Commander, OP Commander, Quote Commander and Fortune Web Marketing (a full service internet marketing agency). For more information, please visit <http://AOSWare.com>, call 888.310.9964 or send an e-mail to sales@aosware.com.

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