



For Immediate Release

Mountain Business Systems Development

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***MBS Dev Announces Completion of Redesigned Brand: Colorado Based Software Company
Modernizes Brand Standards and Launches New Website***

ENGLEWOOD, CO. – (February 28, 2011) – MBS Dev (Mountain Business Systems Development) today announced the completion of its recent rebranding initiative with the launch of its newly re-designed website, www.mbsdev.com. MBS Dev's new brand has also been released through advertising in trade publications, its presence on [Twitter](https://twitter.com), and on the eCommerce websites of the company's customers.

The company was inspired to rebrand after launching improved enterprise resource planning (ERP) functionality for resellers, wholesalers and distributors in business, technology, safety, industrial, janitorial/sanitation and paper supplies industries. New capabilities include:

- Paperless Warehouse Management that provides a fully-integrated RF-based warehouse management solution for inbound, outbound, inventory and work flow management functions.
- An eCommerce platform that allows users to create a web portal that is fully branded to reflect their business but is powered by MBS Dev and the Microsoft Dynamics® AX platform.
- Improvements to the High Volume Distribution module, a functionally deep application that enables distributors with the capabilities they need to service customers while reducing operational overhead.

MBS Dev also selected a new tagline for the company to help reflect their goals as a solutions provider. The new tagline is "Your business. Elevated."

"Our new brand more accurately reflects our software, which streamlines business across the entire supply chain, through internal operations, warehousing and finance to the end-consumer purchase," said Laura Guillaume, VP of sales and Marketing at MBS Dev. "Our main line of business is providing robust, business-enabling technology to everyone from the smallest reseller to the largest wholesaler. We feel our new brand more accurately reflects not only what we do, but the culture of our company."

The updated logo is a blue-and-green-blended circle, with a prominent "M." The logo uses two white arrows that not only create the "M" of MBS Dev, but is also reminiscent of mountains—a nod to the company's roots in Colorado and the vertical nature of its offerings.

About MBS Dev

MBS Dev, Inc. (Mountain Business Systems Development) provides business solutions for distribution organizations through the delivery of industry-focused software, professional services, maintenance, and support programs. MBS Dev is a Microsoft Gold Certified Partner that has developed a Certified for Dynamics distribution software solution on the Microsoft Dynamics AX platform. The company is focused on the technology requirements of their customers so that customers may focus on growth.

MBS Dev is a wholly owned subsidiary of United Stationers Supply Co., a leading wholesale distributor of business products. Additional information can be found at www.mbsdev.com.

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