



LANHAM ASSOCIATES

Supply Chain Excellence

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Press Release

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Lanham Associates Announces 2011 Partner Product Positioning Day, held October 11, in conjunction with Directions 2011

Latest Lanham SCM solution updates reviewed in depth

Norcross GA, July 19, 2011: Lanham Associates, a Microsoft Gold-Certified Partner, today announced the schedule of its annual North American Partner Day. The Lanham Partner Day will be held at the Peabody Hotel in Orlando, Florida, Tuesday, October 11, 2011, just prior to the Directions North America 2011 meeting. Lanham also will support the Directions North America 2011 meeting as a Silver Sponsor.

According to Mary Lanham, COO at Lanham Associates and founder of the Directions meeting, "The Lanham Partner Day offers our valued reselling partners an update on all of the Supply Chain software enhancements and new releases that we have formulated over the past year. It is the best place to get the latest information on Lanham solutions, just like Directions is the best place to get the latest information on Microsoft® Dynamics™ NAV. The combination is not to be missed."

The Lanham Partner day, held at the Peabody Hotel in Orlando, FL, begins with a working session from 10 a.m. until 5:30 p.m. New products and new features will be demonstrated and discussed. A social partner appreciation event, including dinner, cocktails and a wine tasting, will be held from 6:00 until 9:00 p.m. at the Funky Monkey, just a couple of blocks from the hotel. All Lanham partners are welcomed to attend. Those looking to register should contact Kate Pinyan via e-mail at kate@lanhamassoc.com.

As a Silver Sponsor, Lanham, will also have a booth at Directions where consultants and developers will be on hand to field questions or explore more in-depth concepts with partners as needed. Special meetings may also be scheduled upon request.

About Lanham Associates

Lanham Associates has been creating supply chain solutions for the Microsoft Dynamics market since 1997, and has more than 1,600 end customer companies with over 86,000 users, relying on their solutions in 22 countries worldwide. Lanham Associates maintains high standards for product excellence, and has been the recipient of both the President's Club and Inner Circle Awards many times since being affiliated with Microsoft.

Current products include Absolute Value; ACE – Advanced Commerce ERP for Automotive, CPG, Electronics, & Sporting Goods; ACE Warehousing EDI; E-Ship; E-Receive; Address Validation; AFP - Advanced Forecasting and Procurement;; Outbound Warehouse Request; Credit Card Processing; and History & Security Management.

About Microsoft Dynamics

Microsoft Dynamics is a line of easy-to-use, integrated and adaptable ERP and CRM applications that enable business decision-makers to quickly respond to market shifts, take advantage of new trends, increase their competitive edge and drive business success. Microsoft Dynamics solutions are delivered through a world-class network of reselling partners who provide specialized services and additional innovation to help customers excel in their industry.