

The Brittany Group selects jLAN Mobile to automate its Mobile Sales Force.

Hollywood, Florida, September 4th 2007 -- **jLAN Technologies**, a leading provider of Mobile Sales Force Automation Solutions and a Microsoft Gold Certified Partner, announced today that The Brittany Group, an Ohio based distributor of salon products and services, successfully deployed jLAN Mobile Software purchased from jLAN Technologies to automate its field sales process.

The Brittany Group's mobile sales force covers the entire Ohio and Kentucky regions. To adapt to the company's growth, Brittany needed to replace its outdated manual sales process used for years by its mobile sales force. According to Mr. Trent Sheats, Brittany's Finance and Operations Manager, mobile sales representatives would hand-write sales and order information and had to fax, phone, email or physically bring the orders into the office for the data to be entered by a processor.

By deploying jLAN Mobile, mobile sales representatives now enter sales orders directly on their Windows Mobile device, which creates real-time orders from the customer site. Moreover, the salon products distributor was able to deploy the jLAN Mobile Server to wirelessly integrate the system to their back-office Microsoft Dynamics GP accounting system over the Verizon wireless data network.

"With jLAN Mobile, our mobile sales teams are more effective than ever and business data is readily available instantaneously for our Sales, Finance and Management teams," Sheats said. "By integrating data across our organization, the jLAN solution has enabled us to improve our sales processes and manage overall costs. It's been a great success and will be a key component to growing our business efficiently."

"We are pleased to be working with The Brittany Group and we look forward to a long term partnership with Brittany," said jLAN Technologies President, Mr. Andres Link. Link added "The feedback from our clients about our product is tremendously positive and that mobility is a must have strategic component for companies with Mobile Sales Representatives to provide that competitive edge."

According to Sheats, the biggest hurdle was "how do you get your salespeople to use it, to adopt it?" However, the demonstrations to the mobile sales teams were enough to convince them how much time it saves and how much it increases their productivity. "If this solution helps us avoid a few data entry errors per month and allows us to visit more customers per week it will pay for itself in just a few months" Sheats added.

About the Brittany Group

The Brittany Group, which celebrated its tenth year in business in May 2007, provides salon services and supplies to salons and spas in Ohio and Kentucky. The Brittany Group represents an exclusive portfolio of salon and spa professional brands that includes

Schwarzkopf Professional, Alterna, Brocato, Kadus, BioElements, OPI, Scruples, J. Beverly Hills, Philip Pelusi, ECRU and others.

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About jLAN Technologies, Inc.

jLAN Technologies, a **Microsoft Gold Certified Partner**, founded in 2001, is a leading provider of mobile sales force automation solutions. jLAN's flagship solution, **jLAN Mobile**, enables businesses to automate their mobile sales and data collection processes on the Windows Mobile platform.

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