



FOR IMMEDIATE RELEASE

April 1, 2008

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Primrose Alloys has selected Bayern's STEEL PLUS software to run all aspects of their metal trading company.

Phoenix, AZ – Bayern Software, a leading developer of enterprise software solutions for metal service centers and distributors, has announced that Primrose Alloys of Burlingame, California, has selected STEEL PLUS as their complete business system. In addition, Bayern Software will be providing a highly customized order inquiry system that will ease the communication and pricing inquiry process between all Primrose customers and vendors.

Primrose Alloys is a global trading company specializing in stainless, aluminum, alloy, and carbon. As a new company in the metals business, Primrose Alloys found quick success and also a need for a more advanced business software system.

"We are excited that Primrose Alloys has chosen us as their technology partner. We feel that our STEEL PLUS software will help them continue their rapid growth" said Greg Bayer, president of Bayern Software.

About Bayern Software

Headquartered in Phoenix, Arizona, Bayern Software is a market leader in the development of specialty software for metal service centers and distributors. Bayern's software products are actively used by approximately 300 North American service centers and distributors. Bayern provides accounting, inventory control, sales, purchasing, document imaging, labor tracking, and barcoding software solutions to the metals industry.

Using a unique approach, Bayern has succeeded in bringing to market robust applications that work equally well for flat rolled products, plate, general line, structural products, tool steel, and specialty service centers. For more information, please visit www.bayernsoftware.com or call Bayern's Headquarters at (623) 298-5228.

About Primrose Alloys

Primrose Alloys is a global trading company specializing in stainless, aluminum, alloy, and carbon. Primrose Alloys is able to offer the highest quality material within the most reliable lead-times and at the most competitive prices. For more information, visit www.primrosealloys.com.