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**WAVE REACTION INTRODUCES STANDARD EDITION OF
“HANDS-FREE SUPPLY CHAIN” TRACKING SOFTWARE**
Turnkey solution tracks returnable assets, promotes green initiatives

April 26, 2011 – Galena, IL – Software developer Wave Reaction, Inc, announced today the release of the Standard Edition of the “Hands-Free Supply Chain,” an integrated hardware-agnostic tracking solution for returnable assets.

“When you know what you have and where it is, you use it again and again,” said Karl Malik, Development Lead of Wave Reaction. “We work with manufacturers and suppliers who have moved beyond using disposable shipping solutions. Considering the environmental impact and energy cost making cardboard boxes, or clear-cutting forest for wood pallets, using and tracking a returnable container is a significant investment in the future.”

Wave Reaction provides returnable container management software and RFID tracking hardware used solely for reusable packaging solutions and green initiatives, to promote the environmental, safety, and economic benefits of reusable assets. The Standard Edition features applications for hand-held scanners and Android mobile devices, integrated with the “Hands-Free” web application.

The Standard Edition is a scalable solution as well, allowing larger customers or suppliers needing more complex or integrated tracking systems the ability to easily utilize the Standard Edition solution to meet their needs.

About Wave Reaction: Wave Reaction, Inc, is located in historic Galena, Illinois, and is a leading provider of web-based EDI, Supply Chain, 3PL, and custom software solutions for returnable container management. Wave Reaction tracks more than 4,000,000 assets worldwide, and partners with some of the largest manufacturing companies in the country. The Wave Reaction website can be visited at <http://wavereaction.com>.

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