

## *The Createch Group*

### **The Createch Group and ORTEC announce Strategic Alliance**

Montreal, Canada – August XX, 2007 – The Createch Group and ORTEC announced that the companies have entered into a strategic relationship, to bring ORTEC's logistics optimization solutions to the Canadian market. The alliance will see The Createch Group distribute, implement and provide support services across Canada for ORTEC's Route and Load Optimization Solutions.

ORTEC's Routing Optimization Solution SHORTREC and Load Optimization Solutions LOADDESIGNER (stand alone) and LEO (embedded in SAP), help companies world wide with the reduction of their transportation costs and increased productivity by streamlining the processes involved in the transport and distribution of goods. The Createch Group brings extensive expertise in both logistics performance improvement and SAP solutions implementation.

"We are excited to become ORTEC's exclusive distributor of LEO in Canada," commented Patrick Lambert, Senior Vice President, SAP Business Unit, The Createch Group. "We are looking forward to provide the SAP users' community with a proven solution, seamlessly integrated into their SAP system."