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Cranel Imaging Becomes Distributor of Formatta's E-Forms Solutions

Fairfax, VA., July 7, 2009: Formatta, a leading provider of E-Forms data capture and integration software solutions, announced today that it has entered into a distributor agreement with Cranel Imaging, the leading value-added distributor (VAD) in the ECM market space. Per the agreement, Cranel Imaging will distribute Formatta's E-Forms data capture and integration software solutions to their North American partner channel.

"We are impressed by Formatta's E-Forms data capture and integration software solutions and believe the company's products will be very well received by our channel," said Scott Slack, VP Marketing, Cranel, Inc. "We believe that Formatta will benefit from Cranel Imaging's best-in-class partners, dedicated account management teams and wide range of services and support."

Cranel Imaging helps VARs meet virtually any ECM, duplication and storage need. Cranel Imaging offers broad and deep inventories of products and supplies from industry leading supply chain partners, including capture hardware and software technologies. Those partners include: BÖWE BELL + HOWELL, Canon, EMC, Fujitsu, Kodak, Kofax, Panini, and Unisys, archival storage from Prostor, and CD/DVD/BD on demand publishing and duplication from Rimage.

"We look forward to leveraging Cranel to bring our solutions to a broader market," said Grant Wagner, CEO, Formatta. "Central to our go to market strategy, this agreement is the first of several key channel relationships being put in place to dramatically increase Formatta's market penetration and revenues."

About Formatta

Formatta software quickly and efficiently extends the reach of applications to all users so organizations have the information they need to operate more effectively. While other solutions solve document/record management and business process management problems, they do not efficiently capture data from paper and move it to the applications that need it most. More than just an electronic version of a paper form, Formatta is specifically designed to quickly capture, verify, and move data to mission-critical applications. Formatta provides the most affordable, scalable, and easiest to implement, use, and maintain e-forms data capture and integration solution. Enterprises and government agencies alike rely on Formatta to improve service to customers, employees and partners and make better business decisions, while improving operational efficiency. Formatta is headquartered in the greater Washington, DC area. More information about Formatta is located online at www.formatta.com.