



## **For Immediate Release**

### **National Datacomputer, Inc. Announces RouteRider LE™ Version 8 “Site Optimizer”**

BILLERICA, Mass. Tuesday August 5, 2008-- National Datacomputer, Inc. (OTC Bulletin Board: NDCP - News) a leading provider of mobile computing solutions, announced today that the company has developed new break-through technology in RouteRider LE Version 8 to significantly reduce Direct Store Delivery (DSD) servicing time for route delivery personnel in the food and beverage industry.

Site Optimizer is a new multi-function technology that allows the user to perform all servicing functions on a single screen for multiple store locations in exactly the sequence the user performs those functions for each item. The definition of Site Optimizer is customer configurable to meet the needs of different vertical industries and company business practices.

The new software offers strong navigational efficiency and audible feedback. Data entry is supported with multi-color interface queues, automated calculation, and enhanced validation mechanisms to greatly improve service speed and reduce errors. The system aggregates past delivery history, with past and future promotional data, and PAR level indicators to offer mini-decision support mechanism to dramatically improve the accuracy of future orders. All routine and exception service operations are supported and can be performed with different pricing levels if desired. The system also maintains a real-time stock indicator for every inventory item to help delivery personnel manage overage and shortage conditions against route order commitments.

“I’ve taken several deep looks at RouteRider LE™”, said Jim Hilton, Director of Industry Solutions, Motorola Marketing Worldwide. “Without customization, the solution solves numerous business problems that continue to plague the Route Accounting/DSD Industry. Along with excellent functional fit, it also positions IT management for Food and Beverage distribution, utilizing the latest mobile technology available today and for the foreseeable future. From what I can see, the new Site Optimizer technology is well in advance of the competitive landscape and will offer NDI customers significant productivity and decision making benefits.”

“We are very pleased with this engineering effort that managed considerable complexity and delivered such an elegant high-quality integrated ordering platform”, said William Berens, President and CEO of National Datacomputer, inc. “We expect our customers and prospects alike to immediately recognize and deploy the operational efficiencies and achieve cost benefits from this technology which will speed servicing, increase order accuracy and improve customer satisfaction.”

## About National Datacomputer

National Datacomputer, Inc. (NDI) was founded in 1986 as a pioneer and leading provider of mobile computer direct store delivery (DSD) solutions to the Food and Beverage industry. Today our flagship solution, built upon years of experience, RouteRider LE™, provides critical route accounting integration to corporate ERP systems from the company's field sales and service organization by providing data collection, processing, and real-time communication for all transactions.

Our technology is based on Microsoft standards and platforms. Our handheld client runs on Windows Mobile based handhelds providing point of sale data to our SQL Server based Web Portal running on Windows Server systems.

NDI markets, sells, and services a comprehensive DSD solution including all required hardware, software, implementation, education, maintenance and technical support services to our customers in North America and Europe. Please review this comprehensive but quick 3 minute video on our capabilities at <http://www.ndcomputer.com/movie.html>

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