



For Immediate Release

eBECS Customer Recognized for Outstanding Business Achievements

Earns Microsoft Dynamics™ Award for Overall Excellence

London, England — 7th November, 2007 — JJ Food Service Ltd a customer of Microsoft Gold Certified Partner eBECS has been honored by Microsoft® at their Convergence event for customers in Copenhagen with the 2007 Overall Customer Excellence Award.

This award is recognition of the outstanding deployment of Microsoft Dynamics AX within JJ Food Service, which following the decision to deploy Microsoft Dynamics AX in 2004, has been a major factor in the company achieving its business goals.

In receiving the award, Rif Kiamil – CIO of JJ Food Service acknowledged the vital contribution played by eBECS Limited in helping them to achieve the success being recognized by Microsoft. “On behalf of JJ Food Service I would like to personally acknowledge our partner eBECS, without whose expertise and trusted partnership we could quite simply not have achieved the success we did”.

The Customer Excellence Awards, established in 1997, are presented yearly and recognize Microsoft Dynamics customers that have achieved notable accomplishments with their Microsoft Dynamics applications. Microsoft Dynamics customers, partners and team members all contribute to the Customer Excellence Award nominations, making it a true acknowledgement of success for the award winners from their peers.

The 2007 Customer Excellence Awards were presented in 12 categories: Education, Environmental Sustainability, Evangelism, Innovation, International Implementation, Microsoft Technologies, Distribution Industry Leadership, Manufacturing Industry Leadership, Public Sector Industry Leadership, Retail Industry Leadership, Services Industry Leadership and Overall Excellence.

JJ Food Service was selected for the Overall Excellence Award because it demonstrates excellence in every one of the 12 categories and put simply demonstrates more clearly than any other how the use of Microsoft technology and the support of a leading Microsoft partner, can help companies drive their business vision and objectives.

Commenting on the success of their customer JJ Food Service, eBECS Managing Director Kevin Hall said “It was fantastic to see JJ Food Service standing on the podium in front of 4,000 Microsoft Dynamics customers and their partners, taking acknowledgement for the success they have achieved. eBECS are proud to have played our part in this success and believe that nothing demonstrates more clearly the power of the Dynamics AX solution and what we can deliver to our customers than the JJ success story”

Microsoft Dynamics is a line of financial, customer relationship and supply chain management solutions that helps businesses work more effectively.

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About eBECS

eBECS formed in 2000, with a simple vision; to build strong partnerships with enterprise customers who were looking for ways to fully exploit their investment in Enterprise Resource Planning (ERP); thus making them more agile and responsive to the specific demands of their own trading environment.

eBECS is dedicated to business improvement by the use of “*Lean Thinking*” throughout the extended supply chain. Our focus has been to enhance the Microsoft Dynamics AX product, enabling organizations to quickly take advantage of all “*Lean Thinking*” has to offer.

eBECS provides a technology and business partnership approach, which at its heart, removes the complexity and hype surrounding the *lean* and e-business world. This vision, along with eBECS reputation for practical delivery, has successfully led to increase the customer base ten-fold. We are proud to have many blue chip companies forming an intrinsic part of this base.

Based in Chesterfield, UK, eBECS now has a permanent presence in the USA. A state-of-the-art software development centre has been established in Jordan to enable international clients to benefit from offshore sourcing. For more information, visit: www.ebeecs.com

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