

Amerisourcebergen Corporation Logo

## Rita Ann Distributors Automates Field Force with Tiva's Merchandiser Connect

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CHARLOTTE, N.C., Oct 21, 2002 (BUSINESS WIRE) -- Tiva Software, LLC announces the delivery of its new enterprise sales force automation product, Merchandiser Connect(TM), to Rita Ann Distributors, a division of AmeriSource Bergen Corporation (NYSE: ABC).

Rita Ann, the nation's largest cosmetics distributor, selected Tiva Software's solution to automate their sales force of 140 merchandisers with the latest technology for quick and accurate customer order creation and submission. In addition, text messages can be sent via the new system improving communications between all of the merchandisers, managers and the home office.

Merchandiser Connect is a revolutionary tool for sales that improves customer service, order processing and field communication. It allows each Merchandiser to maintain up-to-date customer information including price books and general demographic information on a durable Symbol/Palm SPT1550 handheld unit. Each representative's daily activity consisting of customer orders, credits, and text messages is captured on the Symbol/Palm unit and transmitted to Rita Ann's host IBM AS/400 system. As orders are processed, corresponding invoices are sent back to each device for confirmation, along with any customer changes that might have taken place since their last synchronization.

Kathy Hanson, Rita Ann's MIS Manager, says "With our new merchandiser's system from Tiva, which we call the Rita Ann `Rapid' system, we expect to see a significant improvement in our merchandiser's productivity and a reduction in our operational costs. Throughout the testing process, we couldn't break the program. It's a solid, well-designed system. This is an important addition to our focus on customer service and our commitments to not only satisfy our customers but to keep them delighted with Rita Ann."

### About Tiva Software, LLC

Tiva Software, LLC, located in Charlotte, NC, develops automated ordering, Pricebook, sales force automation and Internet-based solutions for the Wholesale and Retail Industries. Using Palm, Pocket PC and Microsoft platforms, Tiva's innovative products are used nationally by wholesalers, convenience stores and retail stores. Tiva's products include EDI Reality(TM), Merchandiser Connect(TM), Pricebook Connect(TM), Distributor Connect(TM), Route Connect(TM), Camera Connect(TM) and Order Pad(TM). For more information about Tiva Software and Merchandiser Connect, visit Tiva at <http://www.tivasoftware.com> and register for an online demo, or call toll-free 877-TivaLLC.

### About AmeriSource Bergen Corporation

AmeriSource Bergen (NYSE:ABC) is the largest pharmaceutical services company in the United States dedicated solely to the pharmaceutical supply chain. It is the leading distributor of pharmaceutical products and services to the hospital systems/acute care market, alternative care providers, independent community pharmacies, and regional chains. The company is also a leader in the institutional pharmacy marketplace. With approximately \$40 billion in annualized operating revenues, AmeriSource Bergen is headquartered in Valley Forge, PA, and employs more than 13,000 people serving over 25,000 customers.

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