



MWA Intelligence Successfully Launches iToner at ITEX 2011

Supplies Cost Reduction Up to 50%

Scottsdale, AZ. – March 21, 2011 – MWA Intelligence, Inc. (MWAi), a leader in enterprise-class M2M (machine to machine) and M2P (machine to people) solutions and services, today announced the successful launch and showcase of iToner, its latest green initiative software solution, at ITEX 2011 at the Washington DC Convention Center on March 22 and 23.

iToner is an integral part of MWAi's intelligent green initiative that allows both end user organizations and office equipment dealers to reduce their impact on the environment while also achieving significant TCO reduction for small to large size printing fleets. iToner is an easy-to-install and easy-to-use client software solution for MPS providers that helps their customers to optimize printer usage, resulting in the reduction of toner and ink costs by as much as 50% with no impact on the existing printing systems. MPS providers will also benefit from iToner by being able to propose optional "green CPC" business model for MFPs.

In addition, at server connection mode, IT administrators can use iToner to centrally collect print logs for detailed usage statistics and security and to manage client settings across the whole printing fleet.

"We are very pleased with the launch of iToner at ITEX," said Mike Stramaglio, President & CEO of MWA Intelligence. "This is excellent yet very simple software to use that gives immediate savings and quick return on investment for both dealer channel and end users."

About MWA Intelligence, Inc.

MWA Intelligence, Inc. (MWAi) provides cutting-edge M2M (machine-to-machine) and M2P (machine-to-people) solutions and tools that support the exchange of real-time information. MWAi combines OEM relationships, technological innovation, and years of industry experience to meet and exceed all MPS (Managed Print Services) needs. MWAi manages and monitors locally and network connected imaging devices, automates meters directly to ERP, and bridges communication from machine to service technician –encouraging dealerships to embrace the Hybrid dealer concept. Solutions include: Intelligent Workforce (mobile field service management) Intelligent Service (dispatch automation, ERP/CRM integration), and Intelligent Assets (automated meter reading, remote asset diagnostics and management) and more. For more information please visit www.mwaintelligence.com.

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