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Contacts:

Robert Buntin
Vantage ID Applications
(619) 656-5887 x 218
robert@vantageid.com

Vantage ID Applications Announces Launch of New Website

New website features a customer portal, giving customers 24/7 access to account information.

Chula Vista, CA – December 20, 2007 – Vantage ID Applications (Vantage), an automatic identification and data capture solutions provider, announces today the launch of a new website at www.vantageid.com. The new website features a revised layout for more intuitive navigation, a customer portal where customers can access vital account information and an online store for efficient stock label and ribbon re-orders.

The customer portal can be accessed through the homepage and ties into a secure, remotely-hosted CRM system. Customer account information is updated as it passes through each step of the order, manufacturing and shipping processes and can be viewed in near-real-time. Vantage's customer service representatives are available to answer questions during normal business hours but the portal will be accessible 24/7, benefiting customers in the Eastern and Central time zones. The new website also features an online store, allowing customers to quickly place stock label and ribbon re-orders. By automating the purchasing process, orders are often shipped the same or next business day. The online store includes a robust search function, enabling visitors to search by brand name, product type or part number.

Vantage teamed up with Designed Internet Solutions, a leader in dynamic website design and web hosting, to develop the customer-service centric site. "We chose Designed Internet Solutions because they have an outstanding track record with search engine optimization. They also offer a wide array of support services to cater to our growing needs," said Robert Buntin, Vantage Marketing Director. For more information about Designed Internet Solutions visit www.designedinternet.com.

About Vantage ID Applications

Vantage ID Applications (Vantage) is an automatic identification and data capture (AIDC) solutions provider focused on business and supply chain efficiencies. Vantage offers a comprehensive line of printers, scanners, labels, ribbons, and tags as well as a full range of system design, integration and support services. Headquartered in Chula Vista, CA, Vantage serves a variety of industries including Healthcare, Biotech, Electronics, Retail, Warehouse, Manufacturing and Distribution.

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