

FOR IMMEDIATE RELEASE

**SeeControl President & CEO Garrett Gafke to Speak at
Enterprise Software Investment Forum**

Forum Highlights Emerging Technologies and New Revenue Models

SAN MATEO, California – October 23, 2006 – SeeControl, a provider of On Demand inventory tracking for large and small businesses, announced today that its President & CEO, Garrett Gafke, will be among prominent industry executives participating in a software-as-a-service (SaaS) panel at the Enterprise Software Investment Forum being held October 25-26 at the Hilton San Jose.

The panel – “Investment and Business Opportunities in the Software-as-a-Service Marketplace” – will focus on the continuing evolution and innovation of the SaaS sector. It is being moderated by George Hoyem, Managing Director of Blueprint Venture Partners, and will examine key questions, including:

- What business critical areas lend themselves to SaaS solutions?
- What is Wall Street’s appetite for SaaS deals and how will they be valued?
- Why do VCs like SaaS deals?
- What characteristics define a good SaaS investment?

“There’s an entirely new way corporations buy and use software today and it’s more like turning on a light than booting up a program,” said Garrett Gafke, president and CEO of See Control. “Our on demand inventory tracking software is pioneering a new wave of supply chain management solutions that puts no strain on IT resources, deploys quickly and is very affordable for large and small businesses alike.”

(more)

SeeControl's solutions suite is web-based and connects to many types of linear and 2D barcode scanners via any Internet connection. The software is completely configurable for most tracking needs and is suitable for businesses in any industry. The core software database was architected to receive, store and manage RFID transactions, so it is equipped to handle many levels of individual item tracking. This enables end customers to invest in software for the long-term, regardless of what data collection devices become available in the future.

SeeControl hosts the web-delivered application at its data centers so there is no software to install and nothing to program. Application setup for an average customer typically takes an hour or less.

About SeeControl

SeeControl is based in San Mateo, California with offices in Asia and Europe. For more information, please visit www.seecontrol.com or call 650-312-1100.

#

Media Contacts:

Ted Rossman

New Venture Communications

trossman@newventurecom.com

650-343-2735