

Press release

Sheridan (AUS) upgrades to NedGraphics Pro product line to support its extended product range

Vianen (NL) – 21 March 2013 – NedGraphics, a subsidiary of NedSense enterprises n.v. (NYSE Euronext Amsterdam: NEDSE) announces today that Sheridan Australia Pty Ltd., part of the Pacific Brands Group has upgraded its NedGraphics solutions' range to the Pro generation.

Sheridan is one of Australia's leading brands in home design, offering a wide and high quality range of bed linen, textiles and accessories for home, bedroom and bathroom. Sheridan's products offer customers innovation, quality and design that add a beautiful dimension to their homes. Sheridan's commitment to quality and craftsmanship is shared by its parent company, Pacific Brands, a market leading supplier of everyday brands to the Australasian retail marketplace.

As Sheridan extends its range in terms of collections and designs, it will work with a wider variety of production facilities across the Australasian market. To support this entire process from design to production to the highest quality standards, the company looked to upgrade its design, coloring, printing and cleaning capabilities for improved efficiency and speed to market.

Paul Gould, General Manager Sheridan states: "At Sheridan we are always looking to improve our efficiency and embrace innovation to deliver a better product to our customers. The suite of Texcelle Pro, Printing Studio and Dobby Pro is one such solution which has allowed us to significantly enhance the way we work. It allows our design studio to deal with larger designs with a greater range of functionality and higher quality representations of the various collections we take to market. For a company like ours, which provides a diverse range of aesthetics globally, it is of utmost importance to do so rapidly, with high quality consistency. NedGraphics' longstanding commitment, its specialized skilled teams and technology expertise provide the reassurance we are looking for to support our future ambitions."

"Working with and developing alongside existing customers is the ultimate compliment for a company in a fast changing economic and technological environment", comments Pieter Aarts, CEO of NedSense enterprises n.v./NedGraphics. "We share a commitment to quality, an eye for detail and innovation and as such we are proud to work with this likeminded partner".

About Sheridan

Sheridan is one of Australia's most iconic brands and since it was founded in 1963, it has been devoted to the bedroom, and bathroom driven by great quality, design and innovation. With 45 stores in Australia, including 14 Sheridan standalone boutiques, plus and concessions in department stores nationally, Sheridan products are also sold in retailers across the UK, Asia, Europe and the UAE and through www.sheridan.com.au. Sheridan is a wholly owned subsidiary of Pacific Brands.

About NedSense enterprises n.v. and NedGraphics

NedGraphics is a wholly owned subsidiary of NedSense enterprises n.v. Through its subsidiary, NedSense has built up an impressive track record of developing and producing software solutions for the fashion and textile industry over a period of 30 years. NedSense serves more than 3.500 customers through a global network of over 42 resellers and agents. Its 14 offices are ideally located in the leading textile, fashion and production centers of the world. To enhance and preserve its dominant market position NedGraphics continues to invest in its highly qualified staff, market research, and product development.

The corporate philosophy and professional approach of NedGraphics ensures a close working relationship with the finest designers and manufacturers by offering them solutions which are of the highest level of functionality. It enables its clients to improve their sales through minimizing "time to market", optimizing product development flow and reducing sampling costs. Each software solution is offered in a fully integrated modular system to guarantee the current and future operational performance. NedSense is listed on NYSE Euronext Amsterdam [NEDSE]. More information on www.nedgraphics.com and www.nedsense.com

For more information:

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