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ROSTERELF APPOINTS APPLABS FOR APP DEVELOPMENT

RosterElf Pty Ltd is pleased to announce it has finalised an agreement to appoint Applabs Technologies Ltd (ASX Code: ALA) to develop its requirement of three mobile applications to expand upon its current web based product.

Highlights of the agreement include

- **Development of iPhone App, iPad App and Android App.**
- **Enhanced functionality with new employee “clock-in and clock-out” technology.**
- **Development will commence this week.**
- **Development of the mobile Apps is expected to take 8-12 weeks.**
- **Planning and design work is already underway.**

Having refined the web-based product to one of the most comprehensive rostering systems available in the marketplace today, the demand for the RosterElf product across other platforms such as the above-mentioned applications is overwhelming.

The development of all three apps is expected to take around three months to complete and following successful beta testing will be released to current customers and the market in late 2014.

The additional functionality of the “clock-in and clock-out” function sets RosterElf apart from its domestic competitors and is just one of a number of innovative features to be introduced over time.

RosterElf Managing Director Simon Ingleson commented:

"RosterElf is really pleased to be working with the very talented team at Applabs to develop our Apps across all the three key platforms. Planning and design work is already well underway with development to commence this week. The addition of clock-in and out technology plus the added convenience these apps represent will take the RosterElf brand to the next level"

APPLABS TECHNOLOGIES LTD

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About RosterElf Pty Ltd:



RosterElf is a magically simple, cloud-based rostering system that takes the stress out of scheduling and managing staff.

www.rosterelf.com

For further information, please contact

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