



Rubie's Costume Company Gains Visibility and Streamlines Worldwide Product Development with NGC's PLM

NGC's PLM solution provides Rubie's with real-time visibility into product data, eliminating scary surprises this Halloween season

MIAMI—Oct. 22, 2018 — New Generation Computing, Inc. (“NGC”), a leading provider of cloud-based solutions for product lifecycle management (PLM), supply chain management (SCM), quality control and vendor compliance, today announced that Rubie's Costume Company, the world's largest designer, manufacturer and distributor of Halloween costumes and accessories, has implemented NGC's fashion and apparel PLM solution. The solution provides Rubie's a common platform with critical path management processes to ensure costumes are on time, on trend and on budget.

Rubie's began in 1951 when Rubin Beige, known by his nickname “Rubie,” returned home from serving in World War II and opened a neighborhood soda shop and novelty store, hoping to make enough money to temporarily support his family. When he eventually realized the masks and costumes were selling better than anything else, he renamed the store “Rubie's Fun House” and focused on costumes. From its humble beginnings, Rubie's Costume Company has grown into a thriving, full-blown costume company with more than 3,000 employees, four U.S. factories and offices around the world.

“Rubie's grew from a small mom-and-pop store to a global enterprise in only a few short years, and we didn't have the processes to support this rapid expansion,” said Patty Clausen, product management, Rubie's Costume Company. “Everything was offline, on paper and in folders. We needed a system of record that would support our global growth and give us complete transparency throughout product development. NGC's PLM has been fantastic in offering us the capabilities we need to optimize our lead times and distribution around the world.”

Rubie's has rolled out NGC's PLM in its U.S., UK and Australian offices and is currently onboarding the solution in Asia. The system allows Rubie's to take advantage of a 24-hour workday by using NGC's PLM at its offices around the world, in a global, collaborative

environment. Employees also benefit from product development calendars to monitor on-time schedules and performance, ensure on-time deliveries and optimize sales and profitability.

“NGC’s PLM is designed to keep all departments on the same page in real time, so it’s easier than ever for apparel brands and retailers like Rubie’s to streamline product development and make better decisions,” said Mark Burstein, president, NGC. “With our product lifecycle management solution, Rubie’s can avoid supply chain nightmares and instead focus on offering the best costumes in the world.”

About Rubie’s Costume Company

Rubie’s Costume Company is the world’s largest designer, manufacturer and distributor of Halloween costumes and accessories. A family owned and operated business celebrating 66 years in business, Rubie’s offers a vast selection of products that extends well beyond Halloween helping people around the world celebrate holidays and special occasions. Rubie’s employs over 3,000 people across the globe. For more information, visit www.rubies.com.

About NGC

NGC powers the Digital Supply Chain for retailers and brands with the [Andromeda Cloud Platform](#)[®], including solutions for product lifecycle management (PLM), supply chain management (SCM), global quality control and vendor compliance.

NGC customers include Brooks Brothers, Carter’s, Destination XL, Fanatics, Foot Locker, Jockey International, Nicole Miller, Spanx, Sport Obermeyer, VF Corporation, Xcel Brands and many others. NGC has offices in Miami, New York, Los Angeles, Canada, China, India, Mexico, and El Salvador and is a wholly owned subsidiary of American Software, Inc. (NASDAQ: AMSWA), named one of the 100 Most Trustworthy Companies in America by Forbes. For more information, visit www.ngcsoftware.com.

Forward-Looking Statements: This press release contains forward-looking statements that are subject to substantial risks and uncertainties. There are a number of factors that could cause actual results to differ materially from those anticipated by statements made herein. These factors include, but are not limited to, continuing U.S. and global economic uncertainty, the timing and degree of business recovery, unpredictability and the irregular pattern of future revenues, dependence on particular market segments or customers, competitive pressures, delays, product liability and warranty claims and other risks associated with new product development, undetected software errors, market acceptance of the Company’s products, technological complexity, the challenges and risks associated with integration of acquired product lines, companies and services, as well as a number of other risk factors that could affect the Company’s future performance. For further information about risks the Company and American Software could experience as well as other information, please refer to American Software, Inc.’s current Form 10-K and other reports and documents subsequently filed with the Securities and Exchange Commission. For more information, contact Vincent C. Klings, Chief Financial Officer, American Software, Inc., 470 East Paces Ferry Rd., Atlanta, GA 30305, (404) 261-9777. FAX: (404) 264-5206 INTERNET: www.amsoftware.com

Media Contacts

Marisol Gomez

Director of Marketing

mgomez@ngcsoftware.com

(305) 556-9122

Stacy Lan

Ketner Group Communications (for NGC)

stacy@ketnergroupp.com

(512) 794-8876

Andromeda[®] and Andromeda Cloud Platform[®] are registered trademarks of New Generation Computing, Inc.