



Business Automation Consultants (BAC) Announces Name Change to **RETAIL TECHNOLOGY EXPERTS** to be better identified in the market place.

Miami Lakes, FL - December 17, 2007 - Mahendran Ramanathan, founder and President of Business Automation Consultants (BAC) announced the company has changed its name to **RETAIL TECHNOLOGY EXPERTS (RTE)** to provide better brand recognition of the company's core competencies as a dominant retail technology solutions provider. "We wanted to re-brand ourselves to emphasize our experience and expertise in assisting small to mid-size specialty retailers in achieving increased profitability and efficiency through appropriate application of technology in their operations." says Mr. Ramanathan.

"Our new name and corporate identity reflects exactly our expertise in the retail technology industry and will bring a powerful brand recognition to the enterprise. **RETAIL TECHNOLOGY EXPERTS'** corporate identity will manifest itself through its website www.RetailTechnologyExperts.com, advertisements and marketing communications." says Director of Business Development, Tom Wagstaff.

As of January 2, 2008, the company will be moving corporate offices to a new, substantially larger location at:

7975 NW 154 Street, Suite 220
Miami Lakes, FL 33016

"Increasing our office capacity will allow us to meet today's and future business demands of increased levels of sales, technology and personal customer service. Every customer is treated with the greatest care whether they are one retail store or a large chain company with over 200 stores. We have relied heavily on word-of-mouth and direct referrals from our enthusiastic customers. Establishing greater marketing communications, brand identity, continued excellent service, while targeting qualified prospects will further expedite our growth to the next level," says Mr. Ramanathan.

About RETAIL TECHNOLOGY EXPERTS (RTE)

RETAIL TECHNOLOGY EXPERTS (RTE), formerly Business Automation Consultants (BAC), with over 17 years of service and expertise in providing Point-Of-Sale (POS) and Inventory Control for retailers, will continue its unmatched retail technology solutions and exemplary customer service in the US, Caribbean and Latin America. Its future business development growth is in fulfilling the increasing needs of today's retailers and their demands for tomorrow, increasing their operation and production efficiency through retail technology solutions.

For additional information, please contact:

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