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RETAIL TECHNOLOGY EXPERTS

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RETAIL TECHNOLOGY EXPERTS (RTE) continues charitable efforts by donating to the American Red Cross Haiti Relief Fund and Retail ROI.

MIAMI LAKES, Florida – February 12, 2010 – [RETAIL TECHNOLOGY EXPERTS \(RTE\)](#) today announced that the company has donated funds to two worthwhile causes. In light of the recent tragic events in Haiti, RTE has matched funds given by their employees and donated to the American Red Cross Haiti Relief Fund. RTE has also given to Retail ROI, an organization created to raise awareness and provide real solutions to needy children worldwide.

On January 12, 2010, a series of earthquakes ranging from magnitude 6.5 - 7.3 struck the island nation of Haiti, killing an estimated 200,000 people, and forcing 3 million Haitians to cope with the loss of loved ones, homes, schools and livelihoods. Once the first quake ended, the American Red Cross began working around the clock to provide emergency relief and assistance to survivors. The Red Cross has reached hundreds of thousands with relief supplies, food, medical services, water, sanitation support and shelter. The American Red Cross has already spent or committed \$80 million to meet the most urgent needs of earthquake survivors in Haiti. As the response progresses and recovery begins, the Red Cross will continue to support priority areas and longer term assistance initiatives. For more information please visit www.americanredcross.org.

The Retail Orphan Initiative (RetailROI) www.retailROI.org is a charitable foundation that was formed for the purposes of helping the orphaned and vulnerable children of the world. RetailROI provides grants to charities that provide "feet on the street" efforts in orphan care, foster care support, grants and zero interest loans for adoption, child rescue from human trafficking, and life skills training for orphaned and vulnerable children.

"We are proud to contribute to these two excellent organizations as we continue our yearlong charitable efforts. When the tragedy struck in Haiti, we wanted to reach out and help people in need and our employees responded to that call. Retail Technology Experts matched funds contributed by employees and donated these to the American Red Cross, an organization known for leading relief efforts all over the world. Retail ROI has also done a great job within our field helping children in dire circumstances. We encourage other businesses to help others through organizations like these. Together, we can all make a difference," said Mahendran Ramanathan, President of [RETAIL TECHNOLOGY EXPERTS \(RTE\)](#).

Retail Technology Experts (RTE) is an innovative retail technology solution provider that has been providing turn-key technology solutions to retailers for the past 17 years. RTE's experience in retail and specifically in retail technology affords the retailer an expertise second-to-none in their industry. From initial discovery to implementation and on-going support, RTE offers retailers a true strategic partnership.

For additional information, please contact:

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