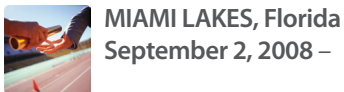


RETAIL TECHNOLOGY EXPERTS ANNOUNCES ACQUISITION OF CLEVER COMPUTING, INC. IN MINNEAPOLIS, MN.



MIAMI LAKES, Florida
September 2, 2008 –

RETAIL TECHNOLOGY EXPERTS (RTE) today announced the acquisition of the Minneapolis, Minnesota based Retail Pro and Microsoft Dynamics RMS Partner Clever Computing, Inc.

Clever Computing, Inc. is a Retail Pro Master Platinum Business Partner and a Microsoft Dynamics RMS Certified Partner that has been providing retail software solutions to retailers in the Midwest since 1989.

Currently, Clever Computing, Inc. supports over 200 clients, representing over 500 locations throughout the United States.

“With more than thirty employees, this new combined organization has many seasoned experts with very broad experience to support our clients. This is a very positive move for our clients, our staff and our business growth opportuni-

ties,” said George Hipp, President of Clever Computing, Inc.

“We are looking forward to integrating the Minneapolis team into RTE. The combined expertise of the two teams will allow us to expand nationally and better service our customers. This acquisition also moves us closer to becoming a national player in the retail technology industry,” said Mahendran Ramathan, President of Retail Technology Experts.



Retail Technology Experts is an innovative retail technology solution provider that has been providing

turn-key technology solutions to retailers for the past seventeen years.

Retail Technology Experts' 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, Retail Technology Experts offers retailers a true strategic partnership.

6 Ways to Utilize Bar Codes with Your POS Software



By Jeff Haefner,
Point of Sale Software Buyers Guide

1. Serve customers faster and improve service by quickly scanning bar codes at the point of sale (POS) instead of typing a SKU.
2. Reduce pricing and inventory errors. Scanning bar codes at the POS is much more accurate than typing a SKU. The typical error rate for human data entry is 1 error per 300 characters. Barcode scanners can be as good as 1 error in 36 trillion characters depending on the type of barcode used.
3. Save time and improve efficiency. If all your merchandise is bar coded you can save time by checking out customers faster, instantly implementing mark downs and eliminating the problem of price tag switching.
4. Quickly count your inventory at any time. If you purchase a PDT (portable data terminal) you can count and enter your inventory by scanning each item with a PDT. The PDT will store your inventory count so you can quickly upload it into your POS software.
5. Reduce costs. If you have UPCs on your merchandise then you don't have to put the price tag on the product itself, which saves time and reduces handling costs.
6. Improve the accuracy of your inventory. One of the biggest cost savings and benefits is maintaining a more accurate inventory. Bar coding reduces errors at receiving and at the point of sale so your inventory stays accurate.



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OPTIMIZE YOUR TECHNICAL SUPPORT!



Retail Technology Experts offers customers unlimited technical support with a quick response time for a low, fixed monthly fee.

Our model is focused on providing prompt, excellent technical support rather than administratively balancing accounts on a monthly basis. Alternatively, support calls would be charged with per incident fees and would not be processed as quickly.

To set up your monthly support contract, please contact **Mollie** at 1-800-513-5917 ext. 193.



MEET THE STAFF AT RETAIL TECHNOLOGY EXPERTS

Javier Hernandez

Retail Pro and RMS Implementation and Support Specialist



Javier Hernandez has been a part of the Retail Technology Experts team since 2003. As a Retail Pro and RMS Implementation and Support Specialist, Javier assists customers with their training and support needs. He enjoys helping these businesses solve their specific business challenges and is able to work with our customers to customize their systems and make sure that they are utilizing our products in the best possible way.

He enjoys helping these businesses solve their specific business challenges and is able to work with our customers to customize their systems and make sure that they are utilizing our products in the best possible way.

Javier is certified in Retail Pro versions 8 and 9 as well as RMS Store Operations and Headquarters. Currently enrolled at the University of Central Florida, Javier will receive his BS in Information Technology in December.

In his spare time, he enjoys going out with his girlfriend and providing technical support to family and friends.

Contact Javier

Phone: 1-800-513-5917 ext. 135

Email: JavierH@RetailTechnologyExperts.com



RINGING UP A SALE IN RETAIL PRO

- Go to POS then "Receipts", then "New" (If you don't track customers, skip the part regarding customers and go to "list items being purchased.")
- List the customer using the "Bill to Cust#" field, use the quick lookup button to create or find customer.
- To see if customer is already in the customer list, sort by last name and type the last name in the search field on the top left; Retail Pro will take you to your entry.
- If it is a new customer, click on "New" and enter customer information. When done, click on "Save" on the top left and click "Ok" on the side menu to assign new customer to your new receipt.
- When you go back to the receipt, cursor must be in "Item#" in the middle section of receipts screen in order to list or scan the item(s) being purchased
- List items being purchased
- Go to "Tender"
- If credit cards run through Retail Pro, on credit card transactions, click on "Credit Card," swipe card, wait for authorization, and print credit card receipt
- If credit cards are separate from Retail Pro, run credit card first through credit card payment terminal. When authorized, click "Credit Card" in Retail Pro side menu and press F12 or click "Print."
- On Cash Transactions, first confirm or define the amount the customer is giving you in the "Undefined" field, then click "Cash." Retail Pro will display change due customer, press F12 or click "Print" to print receipt and update transaction.
- When you update the receipt, a brand new receipt will open up automatically in order to ring up your next customer.



TIME-SAVING SHORTCUTS

Below is a list of shortcuts available to you in Microsoft RMS Point of Sale that can help to speed up the completion of transactions.

- Don't want to type in exact amount due when tendering? Press the + key to use the auto tender shortcut.
- To add multiple quantities of the same item to one line of the transaction, enter the quantity followed by the * key, then scan/enter the item. (e.g. 5 * 11200 would add the R/C Glider with a quantity of 5 to the transaction.)
- Add the same item to multiple lines of the transaction by pressing the + key to automatically add the previous item to subsequent lines.



- Quickly delete the last item entered on a transaction with the - key on the numeric keypad.
- Delete any item in a transaction by highlighting it and pressing the spacebar.
- Automate common cashier routines. To do this record macros for common processes like applying a 10% discount.
- Each type of tender type comes with its own settings and special considerations. Choose the type based on the settings that you need for the tender type you are creating. For example, if you will not be using electronic payment processing for a credit card tender type, you might get better results by using the Cash type.

THE RETAIL LEGAL ADVISOR

By: Michael Berger, Esq.



FACTA- WHAT YOU DO NOT KNOW CAN HURT YOU- PART 2

This is the second column in which I will discuss FACTA ("The Fair and Accurate Credit Transaction Act of 2003"). FACTA is a federal law, which added new sections to the Fair Credit Reporting Act, and was passed primarily to help consumers fight identity theft. In my first column, I summarized the requirements for compliance with the sections of FACTA that address the information that retailers are allowed to include on printed credit/debit card receipts and the retailer's potential liability for non-compliance.

The applicable language of FACTA states that businesses accepting credit or debit cards shall not print more than the last 5 digits of the card number or the expiration date on the charge receipt provided to the cardholder. For "willful" violations of FACTA, a retailer would be liable for actual damages or statutory damages of \$100 to \$1000 per consumer, plus attorneys' fees.

A HAPPY ENDING. A flood of class action lawsuits were filed over the last couple of years seeking damages for retailer violations of the above provisions. Major retailers lobbied heavily with Congress for protection from these suits. Congress came through and on June 3 of this year, President Bush signed the Credit and Debit Receipt Clarification Act. The Act immunized retailers from any FACTA liability for receipts printed through the date President Bush signed the bill into law.

A NEW BEGINNING. However, the Act did not eliminate the requirements noted above for receipts printed after June 3, 2008. In order to avoid potential future liability—the class action lawyers are watching (and Congress is unlikely to repeat its act of kindness to the retail industry), retailers must not print either the expiration date or more than the last 5 digits of the card number on the credit/debit card receipt. Please immediately contact RTE for assistance, if your receipts are not in compliance.

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CAN E-COMMERCE TRULY WORK? THE FAITH/FORCE REALITY



By: Evan Schuman

At a small nitpicky level, the question of whether E-Commerce will ultimately work for your chain comes down to how you're defining "work." Are you envisioning it as a permanent independent business unit, with its own P&L and profit and revenue goals? Or are you viewing it more globally, where its purpose is to make money, and if it does that by sharply increasing sales at brick and mortars or in call centers? But that's all at the small level. The big picture is a lot easier: Will E-Commerce Work? You no longer have a choice. You're thinking like this is an optional matter. To be blunt, it's not. E-Commerce is now mandatory, as dictated by the Three F Reality.

The first F is Faith. Some E-Commerce deployments will succeed and others will fail, and there are pretty much no accurate ways to project which will happen in your case. Why? The proper way to do E-Commerce is in a true merged channel environment, where E-Commerce is just one avenue and it's the glue between mobile, call centers, physical locations and even Second Life efforts. That means that such integration will take quite a few years to fully form, and there's no way to know what it will look like at that point or what the economy will be or what your customers then will want. That's the Faith part. You must believe that it is the best shot for success your chain has and start moving all operations in that direction.

But Faith only goes so far. Therefore, the next F in our Three F Reality is Force. Your customers expect it, your competitors are doing it and the market will expect it. Ignore E-Commerce now and you risk everything you have five years down the road. The demographics will also force it. Younger consumers are demanding E-Commerce, because it's what they've grown up with. Over the years, the percentage of Web-demanding customers will sharply increase. How sharply? That depends on your customer base. It will increase for all, but some may have a few years more before the inevitable kicks in.

But let's examine why people are starting to doubt the E-Commerce viability. Merged channel strategies are remarkably hard. It's not just that they are expensive (they are) and require a lot of hard work (they do). It's that senior management is most likely really uncomfortable with the merged channel. It screws up compensation/incentive systems, as store managers can no longer be compensated solely based on what their store sells. They may make more money for the chain letting certain sales happen online, for example. When execs get uncomfortable, it's hard to know whether it's the fear of the unknown or whether it's a gut feeling that this is the wrong path. The instinct to change direction can be based on a sophisticated subconscious detection of a worrisome trend, or it might be the irrational fear of the unknown. Both deliver that same nagging doubt and it's hard to tell the difference. In short: E-Commerce is critical and essential and it can be done, but it will require creativity, persistence, time and a lot of faith that it will somehow work.

To learn more about how to integrate E-Commerce with your point of sale system, please contact Mollie at 1-800-513-5917 ext. 193.

RETAIL OPTIMIZER

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