

RETAIL TECHNOLOGY EXPERTS (RTE) Announces Acquisition of retailerINC, Opens Branch Office in Columbus, Ohio



MIAMI LAKES, Florida, February 1, 2008 – RETAIL TECHNOLOGY EXPERTS™ (RTE) today announced the acquisition of the Columbus, Ohio based Microsoft Dynamics RMS Partner retailer INC. retailer INC has been a member of Microsoft's President's Club for the past three years and was awarded the 2007 Microsoft Dynamics Retail Management System™ (RMS) Partner of the Year.

“Over the last several months, I have been working with Microsoft to find a qualified partner to take over and support our retailerINC customers. I made the decision to choose Mahendran Ramanathan and his team at RETAIL TECHNOLOGY EXPERTS™ because I felt that they had the expertise and the retail technology experience to take over our operation and ensure smooth transition for our customers,” said Steve Weber the main principal at retailerINC.

“This acquisition helps us hit the ground running in terms of having existing infrastructure in place along with qualified personnel and an existing customer base. It also fits with our strategic growth plans as we strive to be a national player in this industry. We look forward to working with Steve and his team to ensure a smooth transition of their customers and to assist them in increasing market share said Mahendran Ramanathan, President of RETAIL TECHNOLOGY EXPERTS™ (RTE).

With 20 plus employees at the 2 locations this new combined organization with offices in Miami Lakes, FL and Columbus, OH will dramatically increase the resources available for retailerINC customers.

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



Here are some common reasons why retailers have chosen Retail Technology Experts

STABILITY: Retail Technology Experts (RTE) has been in business for 17 Years and has grown to be the one of largest POS Specialists in the marketplace.

KNOWLEDGE: RTE is staffed by Retail Technology Specialists who understand your business and the appropriate technology that is applicable for you.

REPUTATION: RTE has great references from Customers that it has helped over the last 17 years.

EXPERIENCE: RTE has completed more than 2,000 retail installations for more than 700 different retailers.

6 Tips to Speed Up Check Outs at the Point of Sale



By Jeff Haefner, Point of Sale Software Buyers Guide

- Tip 1: Use “Good” Bar Code Scanners
- Tip 2: Use New Technology to Speed Up Your Credit Card Authorizations
- Tip 3: Consider Touch Screens
- Tip 4: Consider a Mouseless POS and Set up Hot Keys
- Tip 5: Use “Easy to Load” Receipt Printers
- Tip 6: Choose Reliable Hardware and Software

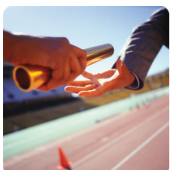
ROI Analysis: Part 1

by Kyle Ritter



Want more in-depth information on how POS solutions can increase your revenue? In this first part of our 4 part series discussing the return on a point-of-sale system investment. We will look at a cross section of a hypothetical business scenario with monetary figures and percentages based on industry average findings.

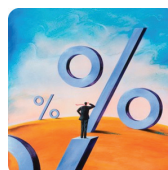
There are two sides of the ROI analysis that need to be considered. The first is what the



Retail Technology Experts (RTE) Completes Acquisition of retailerINC/Retail Labs. Pages 1-2



6 Tips To Speed Up Check Outs At The Point Of Sale Page 1



ROI Analysis: Part 1 in Series of 4 Pages 1-2



Technical Support Line 800.513.5917 and Service Page 2

RTE Completes Acquisition ... from Page 1

PERFORMANCE: RTE gets the job done on time and as promised. That's why customers come back continuously for expansions and new store installations. They also recommend RTE to their retailing associates.

PROPOSALS: RTE consultants analyze your company and propose a solution that is appropriate to improve the way you do business. retailing associates. †



RTE Corporate Office in Miami Lakes, FL

Technical Support Line

Please contact:

Rosi Wyan
Phone: 800.260.8156 x105
Email: rosiw@RetailTechnologyExperts.com

or

Mollie Laframboise
Phone: 800-260-8156 x106
Email: molliel@RetailTechnologyExperts.com

to discuss your ongoing support options. †

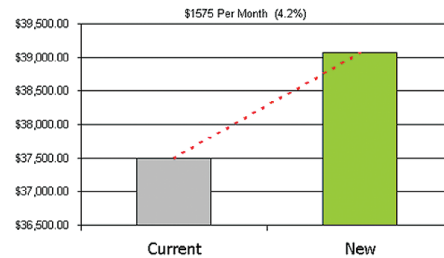
ROI Analysis Part 1 ... from Page 1

investment will be to purchase a retail automation solution. The second, and perhaps more important, is the cost associated with not purchasing the solution. All of the figures in this section are based upon a retail business that is doing \$450,000 in annual sales and has 52% COGS.

INCREASES	Monthly Impact
Revenue	\$1575.00
Gross Margin	\$378.00
Marketing Effectiveness	\$136.00

DECREASE	Monthly Impact
Capital Tied to Inventory	\$101.25
Inventory Labor Cost	\$110.46
Shrinkage	\$90.00
Re-stocking Expenses	\$367.50
Re-stocking Shipping Expenses	\$84.83
Checkout Process	\$323.95
Under-rings	\$570.00
Management Reports	\$511.00
Accounting Expenses	\$541.20

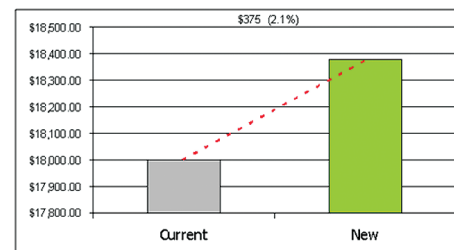
Revenue Growth



Grow your top-line revenue:

- Growth in revenue is based upon data from thousands of installs and is driven by:
- More cash-in per customer through up-sells when they are checking out.
 - Specific promotions to your customers that buy certain types of products.
 - Better management of sales and promotions.
 - Highly targeted marketing to segments of your customer base.
 - Frequent customer discounts and volume purchase discounts programmed directly into the system.
 - Knowing what products are selling at what times during the year and building promotions around those items.
 - More time available from the owner to focus on building their business rather than doing overhead and operations type functions.

Gross Margin



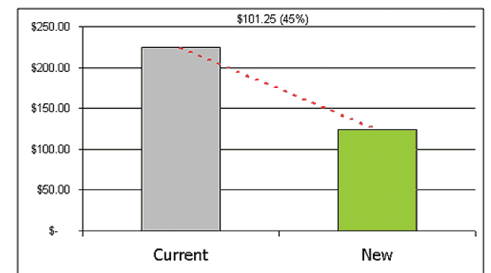
See an immediate impact on your contribution margin.

- Gross margin is increased through:
- Dramatic reduction in pricing errors.
 - Tracking exactly which products are the highest margin and focusing promotions around those products.



- High margin up-sells in the checkout line or with sales associates.
- Knowing which products to stock according to what is really selling.
- Know what products are not selling and reduce dead inventory.

Inventory Management Efficiency



Inventory Management Efficiency is the cost of money for the amount of inventory overage that a business has at any given point due to lack of automated purchasing and inventory control processes.

Example: If you have \$3000 of extra inventory then that \$3000 has a value of what it could be earning for your business if it was used elsewhere. Typically this is in the 7% to 11% range. Through automation, the business owner will be able to get daily buying reports of what products need to be purchased based upon inventory control levels that are pre-set in the system and changed when ever is necessary.

It allows the owner to run a Just In Time Inventory (JIT) control process and only stock what is absolutely necessary. Rather than having to have a significant amount of overstock, the owner will only have to keep exactly what is needed. This also represents a significant advantage to cash flow. (Part 2 continued next issue). †

RETAIL OPTIMIZER

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