



Microsoft Selects DigiPoS as Global Winner of Technology Innovation Award - Partner of the Year

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The 2005 Microsoft Partner Program Awards recognize Microsoft Partners that have developed and delivered exceptional Microsoft-based solutions over the past year.

With nearly 2000 entries submitted from around the globe, Microsoft announced DigiPoS Systems Retail Blade as their choice for their 2005 Global Technology Innovation Award, Global Partner of the Year. The awards ceremony took place on July 9th at the Minneapolis Convention Center during their annual Worldwide Partner Conference.

"The past year has been unparalleled in terms of the level of innovative solutions Microsoft Partners have developed and delivered to our mutual customers," said Allison Watson, vice president of the Worldwide Partner Sales and Marketing Group at Microsoft. "Those at DigiPoS Systems have set themselves apart from an extremely competitive field, and we applaud them for this well-deserved victory. Their achievement is exemplary of the kind of vision that will help take us beyond the solutions of today to realize the full potential of technology in business."

"Retail Blade technology epitomizes the spirit of this innovation award by delivering a change in POS. It's been our goal to address genuine customer needs, which is the same approach of the development of Microsoft's WePOS and RMS - developed to reduce the number of things that keep retailers up at night," says Graham Worsfold, founder of DigiPoS Systems Group.

DigiPoS Systems Retail Blade is the first and only stand alone "point of service" (POS) system with the benefits of Blade technology. This enables retailers using the Retail Blade to upgrade or repair their systems by sliding out the tray (blade) that is currently in the system, and sliding in a replacement or upgraded blade in literally minutes. This is all without the need for a technician, change of software, or having to disconnect all the cables and send it back to the manufacturer.

The most common POS installations require retailers to tear up and rip out all of their existing systems in order to bring in the power needed to run the most popular POS applications (including customer relationship management applications, loyalty programs, stock control, merchandising, and much more). The DigiPoS Retail Blade is designed to enable retailers to upgrade components, software and applications without a full-scale replacement. Simply replace only the incremental components to bring it to the desired level of performance. The cost is only a fraction of a full

replacement, ultimately meaning Retailers can have the same POS installed for ten years or more and not suffer when technology moves forward. This puts the control back into the hands of Retailers, who are able to leverage a ten year warranty on the Retail Blade Host.

"The total cost of ownership rises significantly when an upgrade requires hardware to be replaced and all the peripherals have to be taken off and re-connected and application software has to be reinstalled. DigiPoS Systems' Retail Blade should give retailers a 30% to 40% savings on their cost of ownership, since the longer they can keep their core investment working for them, the better their return on investment," says Rob Marano, Director, PricewaterhouseCoopers.

Mark Leaper, President of DigiPoS Systems Group says: *"Being recognized for this prestigious award is very exciting for us. It is evident that the industry is truly acknowledging and embracing the benefits Retail Blade technology has to offer Retailers and partners like Microsoft."*

DigiPoS provides cost-saving service enhancing POS solutions to Retailers around the globe such as Claires, Laura, NEXT, Harvey Nichols, Majestic Wine, ESCADA, Swarovski, Merkur Chocolates, and many others.

Press Release