



ECRS and Invatron Systems Corp. Announce PLUM™ Scale Management Reseller Partnership and Advanced PLUM Interface to CATAPULT™ Point-of-Sale

BOONE, NC – July 7, 2010 – ECR Software Corporation (ECRS) and Invatron Systems Corporation announce that ECRS has been certified as a reseller for Invatron’s PLUM Scale Management™ product suite. In addition, ECRS today released PLUM Interface Plug-in (PLUM IP) as part of their CATAPULT™ grocery automation framework.

ECRS’ intuitive PLUM IP will monitor the CATAPULT database for any additions, changes, and deletions to scale items, and then send changes to Invatron’s PLUM Scale Management software, which will then automatically update individual scales across the enterprise. This high-level synchronization enables accurate pricing, margin control, easy promotion maintenance, and streamlined fresh food management. Price changes and temporary promotions created in CATAPULT will be sent to store scales with no user interaction required. This high-level of automation ensures profits are not being lost on fresh food items when prices change. It also ensures that customers will not be charged a higher price than advertised.

PLUM IP resides on the same Windows® PC as the PLUM Scale Management software. It operates seamlessly both at single stores and at HQ for centralized multi-store enterprises. This interface allows HQ stores to automatically send price updates directly to the scales at all store locations. ECRS’ unique PLUM IP is hosted by the newly developed CATAPULT Integration Host™, a flexible framework for integrating CATAPULT, securely and seamlessly, with third-party applications.

About ECRS

ECRS has been providing complete retail automation solutions since 1989. The ECRS solutions suite includes: POS, self-checkout, back office management, reporting and analytics, automated inventory management, EDI supplier integration, video surveillance, self-hosted gift card, customer loyalty, membership management, dedicated store server, POS electronic advertising, signature capture, fuel pump interface, and pharmacy management system integration. ECRS CATAPULT is PA-DSS certified for retailer PCI DSS compliance.

About Invatron

In business since 1988, Invatron Systems Corp. is the leading provider of software solutions for fresh food departments, with over 12,000 grocery store installations in North, Central, South America, Europe, and New Zealand. Invatron's software solutions help retailers gain valuable

insight into their fresh food operations by providing centralized control of all product information, and gathering critical in-store data on fresh food ordering and production trends. The software includes demand forecasting to optimize inventory and ordering of fresh food items, as well as centralized scale management. Invatron customers include Safeway, Kroger, AHOLD, A&P, Giant-Eagle, Wegmans, H-E-B Grocery Co., Sobeys, Whole Foods, and Loblaws. For more information, please visit www.invatron.com.

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