

ECRS and Pro/Phase Marketing Announce Loyalty Service for Independent Retailers

Seamless Interface with Comprehensive Marketing Service Provides Catapult Users with Affordable One-to-One Customer Communication to Drive Profitability and Increase Retention

October 2, 2006 – Today ECR Software Corporation (ECRS) and Pro/Phase Marketing, Inc. (PPMI), announced the successful integration of the Catapult retail automation system with PPMI's RepeatRewards® program, a comprehensive one-to-one loyalty marketing service. This managed and fully integrated marketing service enables Catapult users to effortlessly implement turnkey or customized campaigns to increase customer loyalty and retention, and thereby drive greater profitability across their existing customer bases. In addition to proven retention programs, Catapult users can also leverage PPMI's pervasive marketing expertise to increase revenue through new customer acquisition.

According to Elliot Eskin, President of Pro/Phase Marketing, "The integration of RepeatRewards with Catapult represents a tremendous opportunity for retailers to tap into the hidden profitability currently lying dormant within their existing customer base. Pro/Phase provides retailers with secure, web-based control over the parameters of their program, but we handle all of the tactical details so the retailer doesn't have to. This is a fully managed service with measurable ROI that gives independent retailers a truly competitive edge. All we ask is that retailers enroll new customers and swipe their cards at every transaction, and Pro/Phase does all the work from that point forward. We are pleased to be working closely with ECRS on this exciting project."

"As big-box discounters continue to rely heavily on pricing as their primary competitive tactic," said Pete Catoe, ECRS Founder and President, "smart independent retailers are realizing the necessity of differentiating themselves with consistent, compelling communication to their existing and prospective customers. However, most independent operators don't have the time, tools, or bandwidth to effectively manage this type of persistent loyalty campaign."

"Our integration with Pro/Phase's RepeatRewards service," continued Catoe, "provides a simple and affordable way for Catapult users to extract greater revenue from their existing customer base, and to acquire new business through proven targeted marketing. Our partnership with Pro/Phase is indicative of ECRS's continued commitment to working with retailers and third-party providers to solve real-world business challenges."

About Pro/Phase Marketing

Founded in 1986 and headquartered in Eden Prairie, Minnesota, Pro/Phase Marketing specializes in managing comprehensive marketing and loyalty programs for a wide range of businesses across North America. Pro/Phase focuses on automating database-driven campaigns that maximize loyalty and increase profits for their clients through one-to-one pervasive marketing communications with consumers. Learn more at www.ppmi.com.

About ECRS

ECRS has been providing best-of-breed automation solutions to the retail industry since 1989. The ECRS retail framework includes point of sale, self-checkout, back office, inventory management, order forecasting, supply chain automation, membership management, integrated video surveillance, digital customer billboard, gift card, signature capture, wireless hand-held terminal interface, and a range of other retail automation components. ECRS products are delivered directly and through a global partner network. For more information, go to www.ecrsoft.com.

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