



FOR IMMEDIATE RELEASE

NOCO Express Selects ECRS for Integrated Retail POS and Fuel Solution

September 8, 2006 - Today ECR Software Corporation (ECRS) announced the deployment of its POS and Fuel Automation Solution into NOCO Express Stores, a 31-location regional C-Store chain based in western New York State. In order to better serve its customers, NOCO is currently upgrading its existing stores to accommodate its state-of-the-art "store within a store" concept, which features a Nickel City Café and a Charlie the Butcher under the same roof as NOCO Express. As part of its overall store conversion strategy, NOCO is deploying the ECRS OpenPOS™ integrated POS terminal. NOCO is implementing ECRS's de-coupled Open Fuel Server™ to round out its requirements for a modern IT infrastructure at its conversion stores.

"It's astounding how quickly we are able to train new cashiers," said Brian Carrier, Director of IT for NOCO Energy. "Catapult's intuitive POS touch screen interface has already saved us hours upon hours of training time, allowing us to get new employees operating the registers in as little as fifteen minutes. This includes training time for the system's integrated fuel console, which is situated conveniently within Catapult's main POS environment."

As NOCO overhauls existing locations, they are replacing an antiquated POS/fuel system that "requires 4-8 hours to train a single employee to operate, which is unproductive and cost prohibitive, particularly when magnified across our 31 store locations." Carrier added, "Catapult's Customer Interface Display lets NOCO deliver dynamic product promotions and monthly specials directly to customers as they arrive in stores. Additionally, Catapult's direct NAXML interface to PDI lets NOCO maintain a single centralized price book for our C-store, deli, and café, which is a huge convenience to our customers, who can now pay for all their items at any register."

"ECRS was one of the first ISV's to harness the potential of PCATS-NAXML for seamless integration with PDI," said Greg Gilkerson, President of PDI. "The Catapult/PDI interface has proven itself in the field now for over two years and provides a significant advantage to C-store operators by leveraging the dual power of PDI's store- and host-level capabilities with ECRS's POS and fuel automation solutions."

"We are delighted to be partnering with NOCO and PDI, and are pleased with the results of the initial installations," said Pete Catoe, ECRS Founder and President. "As NOCO continues its store conversion project, we look forward with great anticipation to the continued success of this innovative upgrade initiative. ECRS remains committed to working closely with retail partners to create automation solutions that solve real-world business challenges."

About NOCO Express

Headquartered in Tonawanda, NY, NOCO Express is a subsidiary of NOCO Energy Corporation, a leading provider of industrial and residential fuels, industrial and commercial lubricants and motor oils, heating and cooling services and oil recovery services. The third generation family owned company celebrated its 70th anniversary in 2003. For more information about NOCO Energy Corporation please visit www.noco.com.

About PDI

PDI delivers enterprise-wide software and services that meet convenience store and wholesale petroleum marketers' specialized needs. Over 300 companies representing over 23,000 sites worldwide rely on PDI's systems to do business electronically and focus on what matters. From retail automation to decision support, fuel management, workforce support, and financial reporting, PDI continually enhances offerings to leverage new technologies and industry standards. For more, visit www.profdata.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, reporting and analytics, order forecasting, membership management, supplier integration, fuel pump interface, integrated video surveillance, digital customer billboard, gift card, signature capture, wireless hand-held terminal, and a range of other retail automation components. ECRS products are delivered directly and through a global partner network. Visit ECRS on the web at www.ecrsoft.com.

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