

Simply Retail of Minneapolis and ECR Software Corporation Announce Exclusive Partnership

Simply Retail endorses ECRS as their exclusive recommended retail systems provider for partner hospitals and clinics

Minneapolis, MN - January 7, 2008 -- Simply Retail, the nation's leader in customized retail systems for healthcare, has entered into a partnership agreement with ECRS to serve as the selected retail automation provider for the Point of Sale system for Simply Retail's clients.

ECRS creates world-class retail automation systems for pharmacy and health retailers as well as traditional retail. ECRS brings together the best software, hardware, and services to create unique, integrated solutions that perform robustly, even in the most demanding retail environments. An important element of Simply Retail's services is improving and streamlining the retail process, and ECRS automation systems have a proven track record of delivering the productivity and accuracy coveted by pharmacy and health related retailers.

"In today's complex retail environment," explains ECRS President Pete Catoe, "working with the right partners enhances the overall positive impact our retail systems are designed to provide end users. I'm very pleased to be partnering with Simply Retail, and feel confident that both ECRS and Simply Retail will work diligently as a team to solve real world problems for our mutual customers."

"Retail is all about measurement," says Maria Markusen, Simply Retail Chief Operations Officer. "You can't fake it. The right Point of Sale system is the key to successfully implementing your cash-and-carry business model. POS provides comprehensive reporting and analysis to constantly monitor and improve your business performance."

About Simply Retail

Simply Retail, Inc. was formed in 1994 and is the nation's leading provider of Healthcare Retail. Based in Minneapolis, Simply Retail is a retail consultancy and management company with expertise in both retail planning and implementation. Simply Retail integrates retail operations with patient care through customized Retail Systems. For more information, visit www.simplyretailinc.com or contact Christina Myers, Marketing Coordinator for Simply Retail at 612-659-8200 ext. 17.

About ECRS

Since 1989 ECRS has been providing complete, commonsense retail automation solutions that consistently outperform competing products. From point of sale, to back office, to enterprise HQ, ECRS solutions are intelligent tools that give retailers the real-time actionable data they need to make intelligent business decisions in a highly competitive marketplace. Distributed through a nationwide network of partners and direct sales specialists, ECRS products can be found in over 12,000 store locations throughout North America. For more information, visit www.ecrsoft.com.