

Introducing: Our new Retail C-store product

ADD Systems expands into a new era of software development with the introduction of an exciting, redesigned **Retail C-store** (convenience store) application, engineered in close consultation with a cadre of knowledgeable customers.

We formally introduced this project to the industry at the recent NACS Show in Chicago. Mary Lyden, owner of True North Management, summed up the sentiments of marketers: "We are excited about the improved functionality that is expected and the way that ADD Systems has customer focus always at the forefront. With the Retail project, we believe you are actually getting ahead of our needs, not just satisfying current ones."

Project mission

The mission of the Retail Project is to deliver a state-of-the-art enterprise software application to the fast-changing C-Store industry. The new product will provide a progressive yet logical evolution of our current **PAMS** store management solution and include many new exciting features. We have merged our 25 years of experience in the C-Store industry with a thorough understanding of future retail business trends to guide our design efforts.

In addition to integration with PAMS, our new Retail product will also, for the first time, be available with our ADD Energy E3® software package. Hence, customers and prospects will have the option of two fully consolidated offerings.

Current PAMS Retail product status

ADD Systems continues to sell and support the existing PAMS Retail products. It is a proven and valuable solution suite by any standard and the customer community has grown to exceed 125 chains, with several new customers joining the family in 2008! The application includes "home office" store management functionality embedded within PAMS, working in tandem with Power*Store2® and PowerScan, our in-store components. Power*Store2 provides the critical link between Retail and the various Point-of-Sale (POS) systems deployed by marketers.

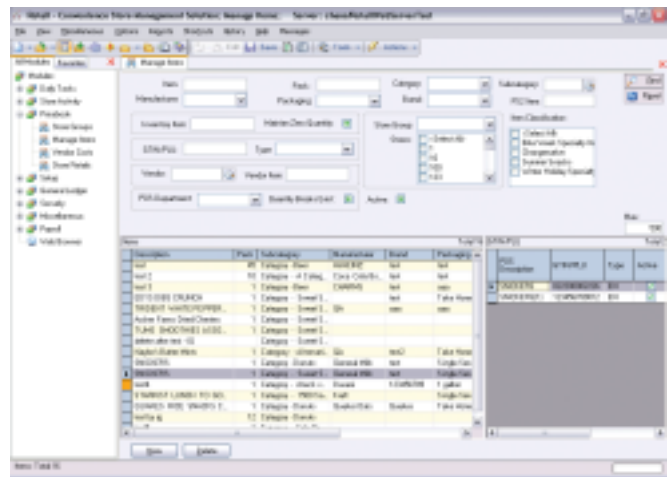
The current Retail products have been methodically enhanced over the past 25 years to meet the ever-changing business and techni-

cal demands of the industry. Our goal is always to provide innovation and progress without losing the logic and reliability of the previous versions of software. Features come and go. The latest and greatest technical tools might be hot one day and cold the next. But the end-user experience remains our top priority. Our success is built upon this approach.

The new Retail product

Our new product represents a change in direction, one that mirrors the changes in the way C-Store retailers do business. In these market conditions, it's all about data, data, data!

That means capturing it, allowing real-time visibility into it, and then managing your decisions around it. The main reason we chose to rebuild our Retail product from the ground up was to provide a new database structure and overall system architecture that allowed for



Manage Item screen in the new Retail product.

improved access to data and comprehensive yet simple reporting.

This approach will help your home office managers to monitor key performance indicators in order to make more responsive real-time decisions. *continued on page 2*

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time decisions. Your category managers will have more effective and quicker methods for managing your Pricebook and building store level reports. In addition, your accounting staff will be able to quickly assemble financial statements.

How are we doing all of this? Most importantly, our solution is fully consolidated and can facilitate end-to-end workflow. Data is stored in a single location, giving instant access to all levels of your business (specific employee access is controlled by management using sophisticated security tools). Your business happens hour-to-hour, not day-to-day, and transaction-by-transaction, not shift-by-shift. So our designers have strongly considered these facts in all facets of planning. We are also closely adhering to PCATS Standards to ensure consistency.

The best software in the world is still about people. Our new Retail product will be installed and supported by the same team of highly experienced professionals that have been working with our valued customers over many years. Our knowledge of the C-store industry is unsurpassed and we have made a determined effort to combine this expertise with the real world experience of our customers. We have assembled a Retail Partner Council, made up of several customers, to offer a completely collaborative environment in which our engineers work hand-in-glove with users.

Time Line

Here is the planned progression of this important new chapter in ADD Systems history:

Phase One: This will include the complete rewrite of the current home office Retail application. This will supplant the existing module in our PAMS enterprise system and also be fully integrated with our E3 enterprise product.

- Beta test begins November 2008.
- First commercial release will be late Spring 2009.

Phase Two: This will include a new Data Collection Application that will provide a direct link between our home office system and the new generation NAXML POS systems. This will be an optional feature to our current in-store application (PowerStore).

- First Commercial Release will be in Fall of 2009.

EMPLOYEES

Welcome to these new employees:

Ryan Lounsbury has rejoined ADD Systems as a member of our Sales Department. Lounsbury brings a deep knowledge of ADD software from his work here as an implementation specialist. He is now our west coast sales representative, based in San Diego and covering the states of California, Oregon, Washington, Nevada, Alaska, and Hawaii.



Beth Louisell is a project manager and designer on the Projects Team, where her prior management experience at various companies, including an ADD Energy client, will be put to great use.



Retail Product High Level Benefits

Architecture

- Windows-based
 - User-friendly and familiar environment
- .NET Framework
 - Modern technology
 - Easy deployment
 - Industry standard protocols: TCP/IP, XML, SOAP, HTTP
 - Service-oriented
- SQL Server
 - Relational database
 - Support for data warehousing
 - Support for business intelligence

System Highlights

- Design Goals
 - Model after Microsoft research
 - Simple and quick navigation
 - Intuitive interface and usability
 - Context-sensitive features
 - Easy access to data
 - Consistency
- Easy to Understand = Easy to Use
 - Greater user acceptance
 - Lower training costs
 - Easier training
 - Quicker employee turn-up time
- User Interface Highlights
 - Drill-down capabilities
 - Detailed information by double-click or right-click
 - Tabbed screens
 - Quick print screen
 - Customizable grids
 - User favorites and shortcuts
- Focus on Security
 - Encrypted data
 - Data masking
 - Constant self security audits
- Database Structure
 - One database for home office and stores
 - Easier reporting
 - No synchronization required between home office and store
- Highly Configurable & Extensive Reporting
 - User-driven parameters
 - Subtotal by company / region / district / store
 - User-customizable format – Embedded Designer
 - Export to Excel, PDF, HTM, Text
- Intuitive User Reports
 - Quickly build reports on the fly to get at information faster
- Comprehensive POS Data
 - Capture detailed POS journals
 - Facilitates transaction-level sales analysis
 - Basket analysis
 - Hourly sales
- Enhanced Pricebook Setup
 - Support for mix and match, combos, “Buy 1 Get 1”
 - One screen for setup
 - Promotional pricing setup

E3 8.01 offers tools for challenging times

ADD Energy E3® Version 8.01 has quickly achieved broad acceptance in the market, working hard for 14 companies with nearly 700 users. This is no surprise, given the rich collection of tools E3 brings to bear on the challenging economy of late 2008.

With volatile prices and tight credit, tools that enhance cash flow pack a punch. Enter the new Pre-Buy software that works in conjunction with our Price Protection Plan module. Now you can offer your customers a price protection plan, collect a partial or complete payment in advance for those gallons, and keep those dollars separate from the accounts receivable balance. We call it the Pre-Buy balance. The software automatically pays for deliveries out of the pre-buy balance, as you post them.

Those dollars are not used, however, to pay for anything else. Instead, other purchases such as service parts and labor will now be aged properly. This lets you perform normal collection activities on customers who may have a pre-buy balance, but are behind on other payments. Comprehensive reporting and adjustment tools help you keep track of and manage all of the pre-buy balances on your database.

Anything that makes it easier to receive payment from your customers is important, which explains why the Credit Card module introduced in 2007 was such a big hit. In 2008 we have added the ability to have multiple Merchant Ids. Now, if needed, your various divisions can be presented as separate entities on credit card bills.

The customer division has always been one of the most powerful data elements in E3, with its ability to affect report output, interfaces to financial software, batch modify and more. We now allow each database to have up to 9,999 divisions, allowing for nearly unlimited diversification and differentiation between your various businesses, operations and locations.

It has never been easier to make sure your service contracts are applied precisely to the equipment you promised to cover. You can now assign service contracts to specific units and equipment, known in E3 as Installation Components. Using a single

service location, you can indicate that the furnace is covered, but not the air conditioner. Service Billing automatically detects this, resulting in efficient billing that accurately gives the customer what they deserve, and only what they deserve.

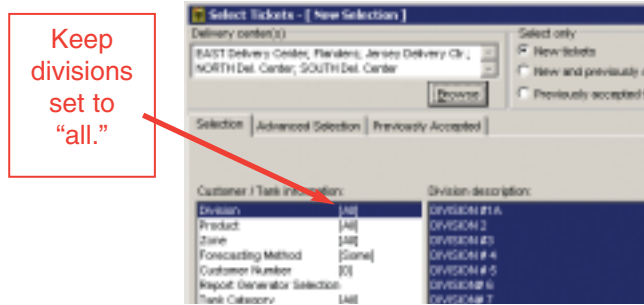
There's a lot more to E3 8.01, including more documents in the Document Viewer, GPS (Global Positioning System) tracking for Pegasus® and hundreds of smaller enhancements. Taken as a whole, these improvements will help you improve cash flow and manage your resources more efficiently in an economy that demands the best practices you can muster.

For more information on ADD Energy E3 Version 8.01, contact your sales representative by phone or e-mail, or call our main number, 800-922-0972.

Delivery tip for ADD Energy E3 users:

In Select Tickets, set the divisions to all. Use Delivery Centers to narrow the selection to precisely the right tickets.

The Delivery Centers on your database represent collections of delivery zones, so when configured properly, they should let you select the appropriate tickets for your office. If each office chooses all divisions and the appropriate delivery center(s), then no customers will be left out, decreasing the chance of accidental runouts.



Webinars match your needs

Affordable. Convenient. Customized.

Those are just some of the attributes of ADD Systems Webinars. These sessions train you on ADD software over the Web. You register in advance, then log in at a specified time and learn while an experienced member of the ADD Implementation and Training Department guides you through the lesson.

Our customers are taking part in these Webinars all the time to:

- Brush up on topics that may have faded from memory,
- Train new staff,
- Learn the latest techniques on our software.

These sessions are affordable. For one price, you can train as many employees as you can comfortably fit around a computer terminal or screen.

The Webinars are convenient. Usually lasting two hours, the sessions cause minimal work interruption and don't involve travel.

There are more than 20 different individual sessions that we have given over the years, but the beauty of Webinars is that

they can be tailored, in consultation with you, to cover your needs. The session will focus on the specific programs or techniques where you need help.

We ask that you contact us as far in advance as possible, to provide the lead time to coordinate a customized program that meets your needs. Sessions are subject to the availability of our trainers, who are constantly visiting customer sites.

Visit our Web site – www.addsys.com/services/webinars.htm for details on policies and how to register.

- For ADD Energy E3, Raven®, Pegasus®, and all other products served out of our New Jersey office, please contact Kealin Murphy, director of training and implementation, via e-mail to murphy@addsys.com.
- For PAMS and Power*Store2®, please contact Rhonda Matlack by e-mail to matlackr@addsys.com, or by phoning 800-325-5975, extension 3221.

And don't forget: These sessions remain available in face-to-face classes here in our training room, or at your site.

Join us for a Webinar and get the most out of your software investment!

Holidays

As the end of the year comes around, ADD Systems will have limited staff, or close, on several traditional holidays. Please check the page below on our Web site for the current support schedule, for both the United States and Canada.

www.addsys.com/cust_support/holidays.htm

The site will also have any updates, so make it one of your “favorites,” to check on.
Enjoy your holidays.

Computer room contest

ADD Systems is in the midst of our first-ever photo contest to find the best computer room among our customers.

Send us a snapshot, or e-mail a digital photo, and we’ll evaluate. There will be separate categories based on company size. Feel free to tell us about the special challenges or innovations that you incorporated into your computer room/IT center.

Entries will be accepted until Dec. 31. Please send digital photos by e-mail to francyg@addsys.com.
Or if you prefer hard-copy, to George Francy, 6 Laurel Dr., Flanders, NJ, 07836.
Show off one of your most valuable assets.

We are always interested in your opinion. Please take our online survey at:
<http://www.addsys.com/satsurvey.htm>



ADD Systems
6 LAUREL DRIVE, FLANDERS, NJ 07836
973-584-4026
www.addsys.com

