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THE POWER OF PARTNERSHIP

Montreal, Quebec, October 16th, 2008

Easy Retail Inc. announces a new strategic partnership with J.D. Associates, one of the largest and most respected Retail Pro and Microsoft Dynamics Retail Management System (RMS) resellers in the United States. Located just on the outskirts of Boston, Massachusetts, J.D. Associates has been providing point-of-sale and inventory control solutions including hardware and services to retailers for almost 20 years. Their complete, tailored implementation approach offers retailers the ability to grow and manage their businesses much more effectively. With over 500 clients, there is no doubt their business model works.

This new alliance will offer small to mid-sized chains a suite of applications created by Easy Retail, which can be layered directly on top of their existing inventory control and POS systems, which is essentially what attracted the J.D. Associates team. "The core applications we sell and implement manage the day to day operations; this suite provides a bird's eye view of a retailer's business from all angles.", said Debra Neville, J.D. Associates Marketing Director. The dashboard tool is essentially a weekly business review for retail executives and gives meaning to the massive amounts of data collected by core systems – and makes sense of it all by presenting it simply and intuitively so that retailers can take action immediately and set the pace for the upcoming week.

Don Capman, President of J.D. Associates said, "J.D. Associates has always provided our retail clients with the best available and most affordable retail technology solutions in the marketplace. We are pleased to continue in that tradition with the addition of Easy Retail to our select list of offerings." From Easy Retail's point of view, the feelings are mutual. Jacques Azoulay, President of Easy Retail added, "Software represents only 40% of the equation with any implementation, 20% weighs on management's buy-in to the project, and the last 40% depends on the implementation, training and support team behind that solution. We've just filled the latter 40% with Don and his team and are confident they will deliver, their reputation speaks for itself."

What will this mean to retailers in the market for an end-to-end solution or those looking to upgrade? They need not look far. These partners are poised to make an impact within this space.

About Easy Retail

Easy Retail Inc. enables retail chain organizations to maximize the value of their IT infrastructure and business information through intuitive, value-added retail chain applications which layer onto existing merchandising and inventory control systems such as Gemmar Systems Retail-1[®], JDA's MMS, Microsoft Dynamics Retail Management System (RMS) and Retail Pro. The suite includes EasyDashboard[™] – Key Performance Monitoring, EasyPlan[™] – Integrated Sales & Open to Buy Planning, EasyCRMDashboard[™] – Customer KPI's and EasyWages[™] – Sales and Productivity Management.

About J.D. Associates

J.D. Associates has been providing point-of-sale and inventory control solutions to retailers throughout North America since 1989. With over 500 clients in nearly 1,400 retail locations, they are one of retail's largest providers of technology solutions in the United States. They offer a full range of hardware, software and services to retailers. They don't just sell technology. Their complete, tailored, and integrated suite of solutions enables the retailer to grow their business faster and manage it more effectively.

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