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For Immediate Release

HDS Retail North America selects Profitbase Retail Business Intelligence Solution

York, PA USA – 22 September 2009 - Profitbase, a technology leader in delivering rapidly deployed data warehouse, business intelligence (BI) and planning solutions to retailers, healthcare providers, manufacturers, and many other markets throughout the world, today announced that HDS Retail North America has selected Profitbase as their Retail Business Intelligence (BI) Solution.

HDS is a wholly-owned subsidiary of Lagardère Services, the world's largest travel retailer, with over 1,600 stores in 18 countries covering 4 continents. HDS Retail North America manages 350 stores in the US and Canada under various brands such as Relay, Virgin, Watermark Books and Hub Convenience

HDS made the strategic decision to re-energize their retail travel environments with new store designs, introduced specialty brands and concurrently decided to recharge their Information Technology (IT) environment with a \$2.5M IT upgrade. The upgrade included the recent purchase of Microsoft Dynamics AX and the LS Retail AX. The final step was to select and purchase Profitbase for advanced retail POS and business reporting and analytics.

Ideaca Knowledge Services, located in Toronto Canada, a Profitbase, LS Retail and Microsoft Partner will be deploying the IT upgrade over the next 12 months for HDS.

The Profitbase Retail Business Intelligence (BI) solution delivers Business Insight to retail decision makers enabling them to identify problems and opportunities and make better, faster decisions. The solution provides one consolidated view of information resulting in 360 degree visibility to all aspects of business performance including channels, stores, chains, categories, inventories and financials.

The solution enables users to track performance based on their roles enabling everyone from the CEO to the store manager to monitor performance anytime, anywhere. Using a browser and role-based self-service BI interface, empowered users are able to sort, filter and drill to detail to root out problems and solve them quickly. Retailers who deploy Profitbase Retail BI solutions have access to better, more current information enabling them to be more

agile and to make better and faster decisions helping them to reduce inventories, reduce Out-of-Stock occurrences, improve turnover and customer satisfaction giving them a competitive edge in securing customer loyalty while increasing margins and revenue.

“We looked at several BI solutions, but selected the Profitbase solution because of the out-of-the-box capabilities that would give our users up to date information and the ability to analyze on their own performance,” comments Vadim Motlik, Executive Vice President and CFO. “Another important decision criteria, was the quick deployment and ease of maintenance that greatly reduces risk and the ramp up time of our staff,” Motlik adds.

“We are very pleased and excited that HDS has selected Profitbase as their BI solution. HDS is the world leader in travel retail and we look forward to helping them continue to grow and optimize their business,” comments, Borre Tharaldsen, CEO, Profitbase AS

About Profitbase

Profitbase is a technology leader in delivering rapidly deployed business intelligence (BI) and planning solutions to retailers, healthcare providers, manufacturers, and many other markets throughout the world. Their solutions include software tools and out-of-the-box capabilities that enable deployment times, cost and risk to be significantly reduced. Their solutions provide businesses with one consolidated view of information resulting in 360 degree visibility to all aspects of business performance and accelerate planning cycles enabling users to plan, track and act on performance based on their roles in the organizations.

Profitbase solutions also ensures continuity of business insight as new business systems are added through acquisition or system upgrades, protecting a company’s investment in existing business systems and turning the hard to access data they hold into an asset. Businesses that deploy Profitbase solutions have access to better, more current information enabling them to be more agile and to make better and faster decisions.

Profitbase is a Microsoft Global Alliance Partner, a NRF ARTS member and chairs the ARTS Data Warehouse committee.

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