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Profitect Solution Suite is showcased by MATRA Systems as part of its Solution Center at the 32nd IBM Retail User Group Conference in Las Vegas, May 17-20,2009

www.ibmretailug.org/Conference

At this conference, MATRA will show Profitect's loss prevention solution suite as a Solution Point application. MATRA's Solution Center is the highly available real-time data delivery application which presents consistent, reliable and cleansed data, from the entire retail POS enterprise, to central applications. Various "Solution Point" applications, from MATRA and its partners, benefit from this highly reliable, normalized data stream.

"We are delighted to partner with MATRA, and provide retailers with a unique, innovative solution for profit increase through loss reduction, based on MATRA's robust, highly available and reliable data and platforms", said David Even-Haim, CEO of Profitect. "Together we can deliver significant loss reduction rates for retailers ensuring high ROI and supported by high quality, quick and modular data integration and non-disruptive solution deployment".

"We are thrilled to add Profitect to the growing list of Solution Point applications enabled within the Solution Center framework", commented Andrew Jacobs, Vice President, Business Development. "Profitect's Fraud Reduction solution is uniquely differentiated in its whole view of the Retail Supply Chain. As a Solution Point, we can offer the Profitect capabilities in real-time for enterprises of all sizes and whatever mix of POS solutions".

About MATRA Systems

MATRA Systems, Inc. provides complete store system solutions and services for general and specialty retail, grocery and amusement parks, with customers that include major retailers and the world's most prestigious theme parks. MATRA's FREEDOM product set is a new store system supporting traditional and multi-channel retailing, built on Microsoft technology. FREEDOM is unique in the ability to be installed incrementally, adding value to legacy solutions while building a path to benefits enabled by today's technology. Additionally, MATRA Systems has unrivalled expertise in enhancements and migration strategies for legacy systems, including the IBM 4690 platform. For more information, visit www.matrasystems.com.

About Profitect

Profitect offers a comprehensive suite of software solutions for profit increase through loss prevention, fraud detection and compliance assurance across the retail enterprise. The Profitect suite delivers sustainable loss reduction of 15%-25% for the extended retail industry, thus driving significant positive impact on the bottom line. The Profitect Suite is a modular solution, providing pin-pointed analysis and action guidance, covering all operational areas from POS through the Supply Chain. The Profitect Suite is comprised of a set of integrated modules based on state-of-the-art technology, and is unique in covering all operational areas of the retail enterprise – the POS, store inventory and operations, supply chain and purchasing.

For more information, please visit www.profitect.com.