



The Cigarette Store Corp. DBA Smoker Friendly and ECRS Complete 85-Store Retail Automation Project

BOULDER, CO – September 30, 2009 – The Cigarette Store Corp. DBA Smoker Friendly and ECR Software Corporation (ECRS) have announced the successful completion of an 85-store point-of-sale (POS) implementation project.

ECRS is an innovator in retail automation technology with thousands of successful installations since their 1989 introduction into the POS market. Smoker Friendly is an industry-leading cigarette and tobacco retailer, manufacturer and distributor. Smoker Friendly chose to implement CATAPULT™, ECRS' core POS software product, in 85 of their privately-owned retail stores located across the United States.

With mounting regulations faced by tobacco retailers, it was vital that Smoker Friendly chose a retail automation solution to fit their unique needs. The ECRS Catapult system has helped them streamline operations and efficiently deal with industry regulations, inventory management, manufacturer buy-downs, pricing and transaction security. The ECRS Catapult multistore capabilities have also made it possible for Smoker Friendly to manage all locations from one, centralized location.

Smoker Friendly endorses ECRS as the exclusive preferred POS provider for all of their dealer and licensee locations through Smoker Friendly International, LLC.

“We researched POS and inventory management systems for over two (2) years before settling on Catapult by ECRS,” said Smoker Friendly CFO, Ben Chaney. “We felt that Catapult provided the most robust functionality compared to competition in the marketplace. Catapult has allowed us to provide flexible pricing for our customers and has helped eliminate thousands of dollars in unnecessary inventory. Based on current SCHIP legislation, flexibility and inventory management are key in operating our business.”

ECRS President & CEO Peter Catoe adds, “ECRS is proud to have been selected by an industry-leading organization such as Smoker Friendly to provide solutions for their retail locations. Successful completion of this project is the first step in developing a lasting partnership in which ECRS will continue to provide the highest standard of retail automation to the Smoker Friendly dealer and licensee locations. We are committed to continual product development to ensure our solutions meet the changing needs of the tobacco industry.”

About The Cigarette Store Corp. DBA Smoker Friendly

The Cigarette Store Corp. is one of the largest cigarette and tobacco store (CTS) retailers in the United States. The first store was opened in 1991, making them a pioneer in the CTS trade class. Smoker Friendly International, LLC. manufactures and distributes an extensive line of cigarette and tobacco products available throughout the United States.

About ECRS

Since 1989, ECRS retail automation products have streamlined the most demanding retail enterprises. Solutions include: point of sale, self-checkout, reporting and analytics, multistore, inventory management, auto replenishment, EDI supplier integration, warehousing, membership management, integrated video surveillance, digital customer billboard, gift card, signature capture, wireless hand-held, and a range of other retail automation components. For more information, please e-mail marketing@ecrsoft.com or call 800.211.1172.

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