

Release Date: January 7, 2008

Contact:

Louise Casamento  
Vice President of Marketing  
[lcasamento@micros.com](mailto:lcasamento@micros.com)  
(443) 285-8144

## **DATAVANTAGE, COMMERCIALWARE AND EONE GROUP BECOME MICROS-RETAIL**

*MICROS Division Provides Best in Class Technology Solutions for Retailers Worldwide*

**Columbia, MD—January 7, 2008**—MICROS Systems, Inc., a leading provider of information technology solutions for the hospitality and retail industries, is pleased to announce the formation of MICROS-Retail, its new retail solutions division which includes its subsidiary companies Datavantage, CommercialWare and eOne Group. By combining, the three businesses and their respective product lines into a single entity, MICROS-Retail will provide customers worldwide with one source for their technology infrastructure needs. MICROS-Retail solutions are installed in over 20,000 stores in 10 countries, processing over 10 million consumer transactions annually. MICROS-Retail analytic solutions process data at a corporate level for an additional 50,000 stores.

MICROS-Retail enables retailers to deliver a consistent customer experience among multiple channels globally, while optimizing operational efficiency across all channels. The company offers a comprehensive suite of retail solutions — including web commerce, point-of-sale, order management, customer service, inventory and fulfillment systems, business analytics, loss prevention and marketing applications — along with an array of professional services to support customers from implementation through extension and growth.

The MICROS-Retail division is led by Managing Director John Gularson, COO Chaz Napoli, and CTO Jane Cannon, with distributed headquarters in Columbia, Maryland, Cleveland, Ohio and Westboro, Massachusetts. Additionally, there are offices located around the world to service retail establishments in North America, Latin America, Europe, the Middle East, Africa and Asia.

Each organization brings experienced executives, a diversified customer base and depth and breadth of retail technology. Serving over 500 brands and retailers including Patagonia, Abercrombie & Fitch, Party Land, Chico's, J.Jill, Ritz Camera, Jos. A. Bank, and Helzberg Diamonds, MICROS-Retail expands upon the tradition of product excellence and customer dedication established by Datavantage, CommercialWare and eOne Group.

“In today’s economy, companies need a provider who can meet their cross-channel needs not just deliver point solutions, and we believe the merging of our best of breed acquisitions makes perfect sense for existing and potential customers,” stated John

Gularson, Senior Vice President and Managing Director, MICROS-Retail. "By delivering a seamless cross-channel experience through the web, catalogue, phone, and store, our customers are able to build greater loyalty."

"With MICROS-Retail, clients get an integrated, comprehensive solution-suite that can be tailored to specific business needs, a true partner that understands their unique industry and market requirements, and access to a global network and resources," continued Gularson.

"We have been a customer of Datavantage/CommercialWare for 25 years using the CWDirect suite, direct to consumer order management, and Store21 point-of-sale to improve efficiencies in our retail operations. We're excited about the progression to MICROS-Retail and look forward to having complete cross channel visibility to our customers," stated Mike Busch, Director of Information Systems, Patagonia. "The cross-channel transparency of web, catalog, and store sales will enhance our ability to provide world class customer service regardless how the customer chooses to interact with us."

Recognizing the value and heritage in their respective areas, the Datavantage, CommercialWare and eOne Group products will keep their names under the MICROS-Retail brand. Because the solutions are available internationally, retailers who conduct business in multiple geographies will have consistent technology infrastructures, simplifying IT issues and cross border operations. And having one source for their needs provides customers value in knowing they have a sole accountable party.

"Over the past few years we have watched the retail industry consolidation, which in some cases can be a negative for end users," said Ken Morris, President, LakeWest Group. "We think the formation of MICROS-Retail is a win for customers. The company offers a compelling solution for the marketplace and is an impressive player because of its deep technology and domain expertise, global reach and synergy with parent company MICROS System."

### **About MICROS-Retail**

MICROS-Retail (the new retail solutions division of MICROS Systems Inc. which includes its subsidiary companies *Datavantage*, *CommercialWare*, *eOne Group*, and *Redsky IT*), is the leading worldwide provider of comprehensive, best in class solutions for retail and direct commerce, enabling retailers to deliver on the customer experience while optimizing operational efficiency across all channels. MICROS-Retail offers a full suite of solutions in a choice of deployment options. Java technology, rich functionality, support flexibility and successful experience in demanding environments explain why hundreds of retailers around the world rely on MICROS-Retail to strengthen their businesses and deliver results. For more information visit [www.micros-retail.com](http://www.micros-retail.com).

###

The MICROS logo is a registered trademark of MICROS Systems, Inc. All other product and brand names are the property of their respective owners.