

BI-LO / Bruno's Supermarkets Selects SofTechnics' SoftGrocer™ and ChainTrack.HQ™ Price and Item Management Software

July 31, 2006 -- Akron, OH -- SofTechnics, a leading provider of integrated retail enterprise software solutions, announced today that BI-LO, LLC is implementing SofTechnics' SoftGrocer™ and ChainTrack.HQ™ Price and Item Management Software. BI-LO, LLC operates more than 300 supermarkets in Georgia, North and South Carolina, Alabama, Florida, and Tennessee under the BI-LO, Bruno's, and Food World banners.

BI-LO supermarkets offer national brand names, the Southern Home private-label banner, Topcare health and beauty products, Southern Hearth Bakery items, and Walter's produce. Many of BI-LO's supermarkets offer pharmacies and some boast Starbucks Café kiosks. The firm was founded in 1961 and today operates over 300 supermarkets in the Southeast employing approximately 26,000 people.

The Greenville, SC chain has elected to implement SofTechnics' ChainTrack.HQ, an enterprise level system that features rules based pricing, robust support for Electronic Marketing, DSD Receiving, CAO, and item price information for POS, Scales, and Shelf Labels systems. ChainTrack.HQ will enable BI-LO to achieve a high level of automation in the pricing process. In addition to Item Management, ChainTrack.HQ offers an Ad Planner, Invoice Auditing, and a Data Repository used for category management activities.

Supporting the demands of store operations, SofTechnics' SoftGrocer will be implemented to replace BI-LO's legacy receiving and in-store price management systems which supports the POS, shelf label printing, and scale management applications. DEX/UCS DSD receiving will also be introduced to the stores to improve the speed and accuracy of the receiving process.

“BI-LO is pleased to be partnering with SofTechnics and implementing the ChainTrack.HQ suite of applications,” said John Gianakas VP, Category Management Support. “We believe that ChainTrack.HQ is the management solution we need to offer innovative pricing and promotions to our customers.” Carol deWitt, VP, Information Services & Technology, Chief Information Officer said, “We believe that SoftGrocer is the architectural solution that allows us to replace our legacy receiving and price management systems, and also lay the groundwork to systematically address current and future supply chain concerns. We selected SofTechnics because of their experience in implementing industry proven price and item management solutions for large retail operations.”

“At SofTechnics, our focus continues to be delivering best-in-class retail solutions that provide immediate and measurable ROI to our customers,” said Guy Dille, Global Business Unit Leader, Retail Software & Integration for Mettler-Toledo. “We are pleased that BI-LO, has selected us to provide the solutions that are critical to the success of their business. The applications they have elected to implement will help them attain price integrity and enhanced inventory valuation and tracking.”

SofTechnics, a Mettler-Toledo Company, is the leading provider of mobile price and inventory management solutions for the retail industry. SofTechnics’ proven mobile computing applications have been implemented by many of the largest retailers in North America. The industry acceptance of these applications is the result of a combination of over 20 years of experience developing mobile solutions and the extensive retail backgrounds of the associates of SofTechnics. The company is headquartered in Columbus, Ohio, with development offices in Akron, Ohio and Des Moines, Iowa, plus 16 sales and support offices across the United States.