

## SofTechnics Announces BlueStar as Exclusive Mobile Technology Distributor

**December 2, 2009 – Akron, OH** – SofTechnics, the premier provider of mobile price and inventory management solutions for the retail sector, has selected BlueStar as their exclusive Mobility Technology Hardware Distributor. BlueStar will provide procurement, configuration, and distribution services for all Motorola and Zebra mobile technologies purchased by SofTechnics' customers.

Retailers across North America utilize SofTechnics' SoftGrocer®, GeM2020®, and SoftRetail® mobile solutions for controlling inventory, replenishing stock, maintaining pricing throughout the store, and managing fresh item inventories. These mobile solutions enable store personnel to perform their operational tasks on the sales floor where they have the opportunity to interact with customers.

"BlueStar is delighted to be selected by SofTechnics," says Mike Byington, Vice President of Business Development at BlueStar. "We look forward to working with SofTechnics to offer their customers the very best in mobility products, services, and security as well as supporting SofTechnics with their business development and marketing programs."

"BlueStar is a solutions-based distributor that bundles our software, hardware, warranties, professional services, and leasing programs allowing us to deliver completely configured solutions to our customers," states David Van Horn, Vice President of Operations at SofTechnics. "They are a valued partner in the industry and we are thrilled to launch a strategic relationship with them."

### About BlueStar

BlueStar is a leading global solutions-based distributor of Point-of-Sale, bar coding, data collection, radio frequency identification (RFID), and wireless mobility products. BlueStar works exclusively with VAR partners, providing them with complete solutions at competitive prices. The company brings unequaled expertise to the market, offers award-winning technical support, and is an authorized service center for a growing number of manufacturers. For more information about BlueStar, please contact a BlueStar Account Executive or log on to [www.bluestarinc.com](http://www.bluestarinc.com).

### **About SofTechnics:**

SofTechnics is the premier provider of mobile price and inventory management solutions for the retail sector. Retailers have come to rely on SofTechnics for our twenty-year track record in achieving retail excellence through innovative grocery and general merchandising solutions. We have the experience and the vision to help you manage your inventory, improve your bottom line, and dramatically increase your productivity - all with a rapid return on investment. SofTechnics, Inc. is a wholly-owned subsidiary of the Mettler-Toledo Corporation with North American headquarters in Columbus, Ohio, and regional offices across the United States.

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