

SofTechnics and Revionics Announce Strategic Partnership

July 14, 2008 – Akron, OH – SofTechnics, a Mettler-Toledo company, and Revionics, Inc. today jointly announced they have formalized a strategic partnership. SofTechnics is a recognized leader in developing and deploying premier headquarters and back office technology to grocery and general merchandise retailers. Revionics will provide SofTechnics' customers optimized everyday pricing, promotional planning and support, category analytics as well as their comprehensive scenario and modeling functionality. Revionics' solution is offered via Software-as-a-Service (SaaS), in an affordable, pay-as-you-go approach.

SofTechnics and Revionics chose to partner to deliver a comprehensive, end-to-end solution for the mid-to-large size retailer. Revionics Advanced Pricing Solution, (RAPS), will be offered to SofTechnics' customers in a seamless, fully integrated fashion. SofTechnics' retailers will benefit from turn-key implementations of best in class price and promotion optimization as well as joint service and support of the combined offering.

Retailers from across the country utilize SofTechnics' solutions, including SoftGrocer, ChainTrack.HQ, GeM2020, and mobile technology. SofTechnics has excelled in providing inventory management, replenishment, item and price management, fresh item management, and much more to their customers.

"Revionics is delighted to be partnering with SofTechnics", stated Todd Michaud, President and CEO of Revionics. "SofTechnics has a well-respected portfolio of innovative and complementary solutions. Revionics is looking forward to working cooperatively with this great organization to offer their customers the very best price and promotion optimization technology in the market, in a fully integrated fashion."

"The Revionics partnership delivers the best of both worlds to our customer base," stated Bill Elliott, Vice President Sales and Marketing at SofTechnics. "Revionics brings advanced price optimization science and pricing expertise to the table, while SofTechnics provides comprehensive headquarters and store level applications that efficiently support the complex needs of retailers in today's highly competitive marketplace. We are excited about working together."

About SofTechnics

SofTechnics, a Mettler-Toledo Company, is a premier provider of mobile price and inventory management solutions for the retail sector. SofTechnics' applications support retail operations for many of the largest retailers in North America. Twenty years of experience developing mobile solutions combined with the extensive retail backgrounds of SofTechnics' associates have contributed to our preeminent position in the retail industry. 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.

About Revionics, Inc.

Revionics is a leading provider of lifecycle price optimization, including base price, promotion, TPR, and markdown optimization technology for Fast Moving Consumer Goods Retailers. The Revionics Advanced Pricing System (RAPS) generates increased sales and profits through sophisticated consumer demand intelligence and proprietary retail pricing science. The Revionics service includes weekly price remodeling, as well as scenario planning, forecasting, and category analytics. The Revionics offering is available to retailers as a Software-as-a-Service (SaaS) subscription offering over the Internet. For more information please visit www.revionics.com.

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