



RETAILERS RANK ULTIMATE TECHNOLOGY
**#1 PROVIDER OF
POS HARDWARE.**

Dear RETAIL executive,

I'm proud to inform you that Ultimate Technology was recently awarded "Best-of-the-Best" in the POS Systems Category for delivering excellence in retail technology in the inaugural 2006 RIS News Hardware LeaderBoard Survey.

Today's retailers demand greater value from their technology partners to compete in the rapidly changing retail industry. Our entire organization understands the importance of listening to our customers, understanding their challenges, and responding to their needs by providing point-of-service products and support services that cover the entire lifecycle of their in-store systems. We want to thank our customers for honoring us as the leader in customer satisfaction, ranking first among all POS solutions providers.

The independent study, published by *RIS News*, is the result of 805 surveys conducted across more than 120 retailers in North America. Retailers judged manufacturers on a number of performance criteria, and Ultimate Technology was ranked #1 in Support and Service, #1 in Price/Value, and #2 in Product Reliability – ahead of IBM, NCR, Fujitsu and HP in the POS systems category.

What does this mean to you? It means you now have the option of choosing a *proven* POS hardware solutions provider who will understand your business and meet your requirements. A provider who will protect your investment and deliver responsive, flexible service and support along with retail-hardened hardware and a lower total cost of ownership.

As CEO of Ultimate Technology, the results of the *RIS News* survey are a testament to our strategy and our ability to execute upon it. It validates our focus on providing a complete POS hardware lifecycle solution coupled with leading customer service. We're delighted that our commitment to service, support and value from solution design and deployment to ongoing support are proving to be exceptionally meaningful to our retail customers.

If you have not experienced our proven commitment to service, support, and value, and are considering an investment in your POS system, then we are here to help you succeed. Call us at 800.349.0546.

Sincerely,

Sam Villanti
President and CEO, Ultimate Technology

P.S. Read the survey in its entirety on our website at www.ultimatetechnology.com or the RIS website www.RISNews.com



➤ MORE RETAILERS ARE TURNING TO ULTIMATE TECHNOLOGY FOR COMPLETE POS HARDWARE SOLUTIONS, SUPERIOR SERVICE, SUPPORT, AND OVERALL VALUE.

Until recently, retailers didn't have much choice when it came to POS retail solutions. A few big companies who sold only proprietary equipment dominated the industry. Today, retailers have seized control of their POS systems and they are able to make decisions based on higher levels of service, support, and total cost of ownership. As a result, more retailers are turning to Ultimate Technology for complete POS lifecycle solutions.

➤ RETAILERS RANK ULTIMATE TECHNOLOGY #1 PROVIDER OF POS HARDWARE

2006 *RIS News* Hardware LeaderBoard Survey

POS UNITS CRITERIA BREAKDOWN

| COMPANY | RANK | PRODUCT FEATURES | TECHNOLOGY INNOVATION | SUPPORT SERVICE | PRICE VALUE | PRODUCT RELIABILITY | TOTAL SCORE |
|----------------------------|----------|------------------|-----------------------|-----------------|-------------|---------------------|--------------|
| ULTIMATE TECHNOLOGY | 1 | 8.00 | 7.71 | 8.57 | 8.29 | 8.29 | 48.86 |
| DigiPoS | 2 | 8.80 | 8.80 | 8.00 | 7.60 | 7.20 | 48.80 |
| HP | 3 | 8.39 | 8.03 | 7.28 | 7.94 | 8.06 | 47.87 |
| Dell | 4 | 8.13 | 7.82 | 7.61 | 8.24 | 7.92 | 47.80 |
| IBM | 5 | 7.96 | 7.68 | 7.99 | 6.58 | 8.50 | 46.77 |

For this study, *RIS News* conducted 805 surveys across more than 120 retailers in North America. End result: Ultimate Technology came in ahead of large companies like IBM, NCR, Fujitsu, Dell, and Hewlett Packard. The results of this study prove that Ultimate Technology provides a better experience for its customers

To determine the overall rankings, manufacturers from each product category were ranked by retailers on a number of performance criteria. On the specific performance criteria, Ultimate Technology ranked #1 in Support and Service, #1 in Price/Value, and #2 in Product Reliability.

ULTIMATE TECHNOLOGY DELIVERS COMPLETE LIFECYCLE SOLUTIONS FOR YOUR POS HARDWARE

As a retailer, you want to maximize your POS hardware investment. That means utilizing your current equipment and legacy software while incorporating new equipment such as POS kiosks that will grow with your operation and the marketplace. With Ultimate Technology's complete Lifecycle Solutions program, we take the time to uncover your real business issues, clarify your retail technology objectives, and deliver an innovative solution that provides greater overall value.

➤ To learn more about how you can increase the return on your POS investment, visit our website at www.ultimatetechnology.com, email us at info@ultimatetechnology.com or call **800.349.0546**.

"In the intensely competitive retail technology arena, successful technology providers must provide high value solutions and world-class responsiveness and support to survive. Retailers demand this and Ultimate Technology has proven and retailers have recognized they can deliver on this on a consistent basis by this top ranking among all POS vendors."

— Greg Buzek, President and CEO, IHL Consulting



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