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FOR IMMEDIATE RELEASE

Announcing POShuddle.com

Social Networking Site Dedicated to Retail Technology Providers

Charlotte, NC—December 3, 2009 – Today marks the official launch of POShuddle.com, the first and only social networking site dedicated to the retail technology industry. This new online community is a place for retail technology professionals to meet, share ideas, and network from the convenience of their computer.

POShuddle.com features blogs, forums, interest groups, live chat, and news sharing functions.

"It's exciting that we can now leverage new web based social media to take the entire retail technology community to the next level. This is a community that RSPA has been a part of for decades and having instant access to industry executives through blogs, discussion forums, and live chatting is an invaluable resource for all of us," said J. Joseph Finizio, President & CEO, RSPA.

While you don't have to be an RSPA member to join this online community, RSPA will moderate the site according to the terms of use found on the welcome page. Several months ago, RSPA collaborated with other industry experts, Business Solutions Magazine (BSM) and Mercury Payment Systems (MPS), in order to tailor the site to the needs of the user community. For the past several weeks other early adopters such as BlueStar, PrehKeyTec, and Hewlett-Packard have also contributed content and feedback on the functionality of the site.

"For years the retail IT community has benefited greatly from partner conferences and trade shows like RetailNOW. The POS Huddle will complement those events and provide a year-round gathering place for retail IT industry professionals to share information and their experiences," said Jim Roddy, President & General Manager, Jameson Publishing & Business Solutions Magazine.

"The POS Huddle is long overdue. There really has been no way to bring together the entire community of Retail technology professionals in an online venue, and this great mix of tools such as forums, groups, blogs and more should allow for a rich sharing of ideas and thoughts," said Jim Mackay, Vice President of Marketing, Mercury Payment Systems.

POShuddle.com is completely agnostic as it does not feature advertisements nor does it promote one particular company and/or agenda. Members can join interest groups and/or create their own groups by vertical market, specific business, etc... To join the huddle, simply visit www.POShuddle.com.

About RSPA (www.GoRSPA.org)

The Retail Solutions Providers Association (RSPA) is the only association dedicated to the retail technology industry. RSPA members include resellers, hardware manufacturers, software developers, consultants, finance companies, and distributors bringing retail technology products and/or services to the marketplace. The RSPA provides education, industry advocacy, standards, services and benefits that assist member companies in expanding their business.