



RMS Retail Marketing Solutions, Inc. Joins HP Point-of-Sale Solution Ready Program

LAS VEGAS, NV, March 7, 2011 – RMS Retail Management Solutions, Inc., a leader in fuel management announced today it has become one of the first members of the HP Point-of-Sale (POS) Solution Ready Program. This program will make it easy for retailers to purchase a point-of-sale system with confidence as it has been vendor-tested for smooth integration and ease of use.

The RMS Gas Pump Interface (GPI) is a market leading application that offers merchants total fuel management for the retail petroleum environment – offering both attended and unattended fueling. Through an intuitive graphical user interface, the RMS GPI provides seamless access and control of dispensers, key to achieving enhanced efficiency, accountability and maximized profitability of fuel dispensing.

Through the HP POS Solution Ready Program, the RMS GPI has been validated on HP POS systems using a vigorous verification testing process that ensures the application will operate properly with HP POS systems. Verified applications are marked with HP's Point-of-Sale Solution Ready insignia, making it easier for retailers to choose a trusted technology solution.

“At RMS, we are dedicated to continually adding new channels through which retailers can purchase and use best-in-class fuel management solutions that will provide real value to their business,” said Jim Yelle, President of RMS. “As a new member of the HP POS Solution Ready Program, we are looking forward to a long term relationship, similar to the relationships we’ve established with over twenty top POS companies as well as the enterprise class relationships RMS has established with SAP, Oracle’s JD Edwards and MS Dynamics. By gaining accreditation through HP’s POS Solution Ready Program, we are simplifying the process of deploying a full POS solution for our customers, so they can easily implement a solid transactional platform and be up and running in the shortest amount of time.

“Retailers can also look forward to higher margins, real-time supply chain benefits and reduced costs due to the accurate and complete information available from the integrated RMS solution.”

RMS will receive negotiated partner rates on third-party services and support such as technical support to help retailers seamlessly integrate their new POS solutions into existing technology platforms.

To learn more about HP and RMS solutions, log-on to www.rmssoftware.com. To learn more about HP POS, visit www.hp.com/go/pos.

About RMS Retail Marketing Solutions, Inc.

RMS is a privately owned innovative developer of business software solutions. Incorporated in 1993 RMS has offices in Calgary, AB and Las Vegas, NV. For more information about RMS, its products and services visit RMS at www.rmssoftware.com or contact a sales representative at info@rmssoftware.com.