



Press Release

Interstate All Battery Center Powers Up With New Point-of-Sale Technology

DALLAS, Nov. 10 /PRNewswire/ -- Interstate Batteries Franchise and Development, the franchisor of Interstate All Battery Center (IABC) announces it will implement the MICROS-Retail Xstore point-of-sale system in all franchise locations across all 50 states.

IABC is America's fastest growing portable power solutions company and the first nationally established brand to enter the fragmented battery market. The new POS system will be fully deployed in all locations in 2010 to facilitate IABC's continued growth and maintain its commitment to outrageous dependability and customer service.

"This is more than just a POS system upgrade - we are putting a foundation in place that will support and accelerate our rapid growth going forward," said Interstate All Battery Center Director of Business Intelligence and Technology, Matt DiBona. "IABC retail locations are performing better than ever, and the results demand a new system with functionality that will elevate every aspect of the business, from customer relationship management and quicker payment authorization to improved reporting and analytics."

MICROS-Retail Xstore is the current system for other retailers such as Tractor Supply, Anheuser-Busch and lululemon athletica. The software allows IABC to streamline end-of-day processes, improve product scanning and inventory receiving, as well as utilize a centralized returns management system and enhanced security features. The software will also enable a customer loyalty program that allows IABC to recognize customer purchase history and extend personalized offers.

"Interstate All Battery Center is an exceptional brand and our POS system is a great complement to its customer service-driven business model," said



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Managing Director of MICROS-Retail John Gularson. "We know this will be a beneficial partnership for MICROS-Retail, IABC and its franchisees."

Built upon the trusted Interstate Batteries brand, each IABC location offers one-stop shopping for more than 16,000 types of batteries and portable power solutions for everything from laptops to cameras to boats to hearing aids.

"Despite the down economy, this has been a year of milestones for IABC with our expansion into 50 states and double-digit sales growth," said Mickey Elam, Interstate Battery Franchising and Development President. "Now is the time to build on that growth and take IABC to the next level as we continue to gain market share and extend the reach of our trusted, 58-year-old brand in the expanding retail battery market."

About Interstate All Battery Center

Founded in 1952 and based in Dallas, Interstate Batteries is a privately held group of corporations, which includes a company with 298 distributors that service more than 200,000 dealers throughout the United States, Canada and select international locations. Interstate is the top-selling replacement automotive brand battery in North America, selling more than 15 million units annually. Interstate All Battery Center currently has more than 157 locations serving 50 states, Puerto Rico, the Dominican Republic and Canada. For additional information about the franchise offer, please visit allbatteryfranchise.com. Customers can visit interstatebatteries.com to find the nearest All Battery Center.

About MICROS-Retail

MICROS-Retail, the retail solutions division of MICROS Systems Inc., is the leading provider of comprehensive, best in class solutions for the worldwide retail and direct markets, enabling merchants to deliver on the customer experience while optimizing operational efficiency across all channels. MICROS-Retail offers a full suite of solutions in a choice of deployment options. Java technology, rich functionality, support flexibility and successful experience in demanding environments explain why hundreds of retailers around the world rely on MICROS-Retail to strengthen their businesses and deliver results. MICROS-Retail solutions are installed in over 19,000 stores in 30 countries. MICROS-Retail analytic solutions process data at a corporate level for an additional 60,000 stores. MICROS-Retail customers include over 340 premier companies such as Aeropostale, Barneys New York, The Finish Line, IKEA, Roots Canada, Chico's, Carlton Cards Retail, The Limited, Nike Retail, Payless ShoeSource, Polo Ralph Lauren, Bare Escentuals, Tween Brands, Staples, Starbucks Coffee, Comercial Mexicana, Guess, Peruvian Connection, Omaha Steaks, and Timberland.

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