

Press Release

Foster's Shoes Selects Appaloosa POS™ and STJ Total Store Solution



Toronto, December 14th 2008: Foster's Shoes and STJ Retail are pleased to announce the installation of a turnkey POS solution. This five year agreement includes store and networking technology as well as proactive monitoring and vendor support. The Total Store Solution is designed to shield the retailer from the complexities of both technology and vendor management and to provide predictable, flat rate, IT services all managed from a single source.

"Total Store Solution was built based on demand from the small and medium business marketplace. Our goal is to provide smaller retailers with similar technologies and services that Tier 1 retailers have so that they can excel in today's competitive marketplace" stated STJ President Steven Braceland.

The Total Store Solution is in line with the industry trends of high growth rates in the outsourcing marketplace (According to Gartner Group 8.1% growth in 2008). The challenge is, and has always been, how does one address the smaller clients in a cost effective manner. STJ has packaged together software, hardware and services in a model that matched the smaller retailer's requirements.

HP's RP 5700 is the POS hardware that was chosen as part of the total store solution. Scott Elston, Business Development Manager for HP Canada commented that "The HP RP5700 Point of Sale System gives you a flexible point-of-sale platform. A five-year lifecycle helps with long-term planning to ease the complexity of roll-outs, and the product is bundled with tools to help you manage a consistent hardware configuration and software image minimize disruptions to your business".

"Foster Shoes have always strived to attain the best in pedorthic care and to ensure the welfare of our clients. The total store solution from STJ has brought our business to another level. It has hardened our business rules, applied technology in innovative and seamless ways." says John Foster, President of Foster's Shoes.

About Foster's Shoes

Foster's Shoes has been selling specialty footwear since 1953 and has stores in Ontario and Manitoba. The company prides itself on unmatched customer service, and carries an extensive array of specialty shoes that fit their strict requirements of support, function, fit and style. Foster's has a long history working with the medical community promoting advances in children's pediatric footwear to treat a wide range of congenital and acquired foot problems. Their senior management helped create the Canadian Prescription Footwear Association (now The Pedorthic Association of Canada) and the company has two certified pedorthists on staff. Over the years, Foster's has changed from a strictly pedorthic business to add lines of contemporary comfort shoes such as Kumfs, Xsensible, Drew and Comfortrite that are more stylish to complement the pedorthic footwear. For more information on Foster's Shoes, please contact John Foster at 416-759-8779, fostershoe@bellnet.ca or contact the company's website at: www.fostershoes.ca

About STJ Retail

Headquartered just north of Toronto, Canada, STJ Retail has been providing innovative solutions to the retail marketplace for over 13 years. STJ is aligned with several major hardware manufacturers, and offers both augmentation and/or turn-key retail solutions, including 7x24 hour help desk services. In addition to having extensive 4690 POS development and support expertise, STJ has invested \$6 Million in R&D in the last 8 years and has two leading products: EFT+ addressing Chip & PIN Compliance; and Appaloosa (a browser based POS System). For more information on STJ, please contact Richard Cuttler at (905) 851-6600 Ext. 153 or rcuttler@stjretail.com, or visit the company's website: www.stjretail.com.