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Industry Computer Systems Provider Wins Microsoft's Most Prestigious Retail Partner Award

Digital Retail Solutions earns top all-around award, and two other Microsoft awards

Roanoke, Virginia — A Roanoke-based provider of computer systems to specialty retail stores and chains nationwide has won Microsoft Corp.'s Point of sale Solutions **Partner of the Year—USA** Award for 2005 in the Partner Excellence award category.

"Digital Retail Solutions won this award for building a business based on satisfied customers, providing Microsoft with valuable customer feedback to improve our products, and for innovating new software solutions to retail problems," said Maureen Mascaro, Retail Management System channel marketing manager at Microsoft. "It is our most prestigious award to our most outstanding retail partner."

On-hand to receive the award for DRS at the Microsoft Worldwide Partner Conference in Minneapolis, Minnesota were **J.D. Young, John Chang, Anil Garg, and Mim Young**. "Working with Microsoft to bring meaningful change to the retail businesses we serve has been an inspiring and valuable experience," said J.D. Young, DRS President. "Specialty retailers across the world benefit from the dedication Microsoft and Digital Retail Solutions share to bringing the best business processes to their customers. Armed with affordable, appropriate technology, these retailers can more readily succeed in today's highly competitive marketplace."

Digital Retail Solutions won this award among all Microsoft point of sale Partners nationwide. For the second year in a row, the company was awarded Microsoft's prestigious President's Club status, and in June of this year, Microsoft presented Digital Retail Solutions with a Regional Solution Development Recognition Award for 2005, for their Bicycle Bundle of customizations, and integrations with bike industry manufacturers and suppliers like Giant and QBP.

"Microsoft congratulates Digital Retail Solutions on achieving President's Club status," said Microsoft Corporate Vice President, Craig McCollum. "DRS truly understands how important customers are to Microsoft and has gone out of their way to make the customer's experience a positive one."

Microsoft Retail Management Solutions

Microsoft provides three levels of retail management automation to serve retailers of any size, from a new store to a midsize chain. Microsoft Retail Management System Headquarters is the corporate-level IT solution that helps retail chains monitor, control and report on detailed activities in every store, distributing or centralizing management controls as desired. Microsoft Retail Management System Store Operations is used in individual stores to deliver owners and managers a complete retail solution. In chain environments, Store Operations sends detailed store data up to the Headquarters solution. Microsoft Point of Sale serves smaller single stores, giving them an affordable array of retail marketing and management tools they need to compete, survive and grow, while opening a clear path to easy system expansion as their growth demands.

More information about Microsoft's retail management solutions can be found at <http://www.microsoft.com/pos>. More information about Digital Retail Solutions' award-winning retail solutions can be found at <http://www.digitalretailer.com>.

The specialists at Digital Retail Solutions have been providing retailers with affordable technology for their hardware, software, and management needs since 1990. For more information, call 800-322-9471 or visit www.DigitalRetailer.com. ###

