



CORPORATE FACT SHEET

Headquarters

P.O. Box 668
8451 West Main Street
Marshall, VA 20116
800-565-6675 phone
540-364-6095 fax
info@merchantssoft.com
sales@merchantssoft.com

Website

www.merchantssoft.com
www.liquorpos.com

Overview

Merchant Software Corporation, a leading developer of point-of-sale software for beverage retailers, is a privately held company located in Marshall, Virginia, a short drive from Washington Dulles International Airport. In business since 1995, Merchant Software has over 3,000 installations in the United States, Canada and the Caribbean.

Developed by Merchant Software President, Bill Simmeth, LiquorPOS[®] continues to offer a stable, time-tested point-of-sale system tailored specifically for liquor stores. Many years of experience serving this market give Merchant Software a deep understanding of the needs and issues specific to this sector and allow us to provide a solution and service that give our customers an edge in this tough economic market.

In addition to LiquorPOS[®], Merchant Software also develops, supports and markets Go!POS[®], software for mobile data management, and MerchantPOS[®], point-of-sale software including a layaway module.

Management Team

Bill Simmeth, President	Bill@merchantssoft.com
Kate Simmeth, Vice President	Kate@merchantssoft.com
Tom Rapp, Technical Support	Tom@merchantssoft.com
Katy Carter, Sales & PR	Katy.Carter@merchantssoft.com
Heidi Baumstark, Office Manager	Heidi@merchantssoft.com



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CORPORATE BACKGROUNDER

OVERVIEW

Merchant Software Corporation is the developer of leading point-of-sale software products LiquorPOS[®], MerchantPOS[®] and Go!POS[®]. It is a privately held company located in Marshall, Virginia, just a short drive from Washington Dulles International Airport.

In business since 1995, Merchant Software has over 3,000 retail installations in the United States, Canada and the Caribbean. The company provides many years of experience in automating independent retailers and is focused mainly on the beverage retail marketplace.

LiquorPOS[®] continues to offer a stable, tried and true point-of-sale system tailored specifically for liquor stores. Many years of experience serving this market give Merchant Software a deep understanding of the needs and issues specific to this sector and allow us to provide a solution and service that give our customers an edge in this tough economic market.

In addition to developing and marketing LiquorPOS[®], MerchantPOS[®] and Go!POS[®], Merchant Software provides top-notch technical support services and a variety of hardware solutions for its retailers.

COMPANY HISTORY

After working in marketing, business development and consulting for technology firms for over a decade, Bill Simmeth was itching for something new. While consulting for a software company in the northeast, Bill formed Merchant Software Corporation and acquired LiquorPOS[®] as The Liquor Store Controller in the fall of 1995, taking complete control of marketing, development and product support for LiquorPOS[®]. Armed with his wealth of education, knowledge and experience in this field, Bill set out to build a business that would not only help other businesses be successful, but allow him to manage it his own way and be near his family.

In 2003, in response to a demand from many of our beverage retailers who also owned other types of retail businesses, Merchant Software released MerchantPOS[®], a point-of-sale software package for the growing retail POS market. Hundreds of small

groceries, convenience stores and other types of retail businesses now run MerchantPOS[®] with the same success LiquorPOS[®] customers have enjoyed for so many years.

Merchant Software has emerged as a leading supplier of top-notch, easy to use, and incredibly consistent point-of-sale and inventory control software for liquor stores and other retail businesses. The company's solid record of producing excellent software and providing superior technical support has allowed the company to grow and flourish and, in turn, has helped retailers across the U.S., Canada and the Caribbean to do the same.

Today, Merchant Software has over 3,000 retail liquor installations, more than Microsoft and Intuit combined.

PRODUCTS & SERVICES

LiquorPOS[®], the all-in-one management software designed exclusively for beverage retailers, is Merchant Software's signature product. The point-of-sale, reporting and management functions of the software system can all be customized in ways that will make retailers' time more productive, paperwork more manageable and business more successful.

MerchantPOS[®] allows every retailer to experience the same total control LiquorPOS[®] customers enjoy, with the addition of a layaway module. Ideal for convenience and/or small grocery stores, MerchantPOS[®] makes entering and editing products, ordering and receiving products, managing receivables and producing reports easier than ever.

GoIPOS[®] software works on a wireless, handheld inventory scanner that allows retailers to receive, track and verify stock, edit product records right on the store floor and check prices without running back to the computer. It provides seamless integration with both LiquorPOS[®] and MerchantPOS[®] software.

Hardware, including complete point-of-sale systems with software configured on Dell computers, is also on-hand for purchase. Items available include barcode scanners, pole displays, cash drawers, receipt printers, barcode printers and credit card authorization devices. LiquorPOS[®] and MerchantPOS[®] are designed to be compatible with industry standard computers and peripherals enabling you to choose from a variety of vendors and styles. This enables you to construct a system tailored to retailers' exact needs at the lowest possible cost.

Merchant Software Technical Support is offered on three levels: Priority Support Contracts provide customers with access to expert technical advice at price points depending on the size of their business; Pay-As-You-Go for occasional technical assistance needs; and our timely Free E-mail Support, which is a super solution for non-emergency situations.

LiquorPOS[®], MerchantPOS[®] and GoIPOS[®] are registered trademarks of Merchant Software Corporation



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EXECUTIVE BIOS

BILL SIMMETH, PRESIDENT

Bill Simmeth is President, CEO and Founder of Merchant Software Corporation. He has over 30 years experience in marketing, business development and general management in technology companies. Prior to founding Merchant Software in 1995, Bill was President of Dataline Corporation, a \$10 million per year vertical market software provider based in Wilton CT, a position that he held for four years. He served as Dataline's Vice President of Sales and Marketing for three years prior. Previously, Bill served in marketing and business development positions of increasing responsibility in technology firms such as Boeing, Hewlett-Packard, Atari and Convergent Technologies.

Early in life, he gained a fond appreciation of the hard work and customer focus required to be a successful retail merchant by working weekends and summers in his parents' butcher shop and delicatessen. Bill received an MBA from Harvard Business School and a BS with Distinction in Engineering from the University of Virginia.

When not writing software code, Bill enjoys messing with vintage sports cars and woodworking.

KATE SIMMETH, VICE PRESIDENT

Vice President of Merchant Software Corp since 1995, Kate has been involved with nearly every aspect of the company, her duties developing and changing to meet the needs of the business and its customers. She currently oversees technical support and sales in addition to managing all the company accounting needs, utilizing her in-depth knowledge of Merchant Software products, customer base and the highly specialized market of retail liquor software.

Prior to assuming her multiple roles at Merchant Software, Kate honed her customer relations skills as Branch Manager at Liberty National Bank (KY) and in sales for Electronic Systems USA (KY) before joining Flarecraft USA (CT), a small aircraft company where she worked in marketing and regularly rescued her boss when he ran out of fuel while flying over the Long Island Sound.

Kate's vast technical knowledge of each software package, friendly demeanor, outstanding ability to communicate with clients and juggle multiple projects are strong assets to the company. Merchant Software's first priority is to help customers run their businesses, and she recognizes that customers have a great deal invested in their point-of-sale systems, which they rely on every day.

In her spare time, Kate tends to her barn full of horses and tries to ride and compete as much as Merchant Software will allow.



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CUSTOMER TESTIMONIALS

LiquorPOS®

"I was suicidal before I bought your product...I was a mess before it. I didn't know what we were going to do. Now, it works."

-Carol, Rhode Island

"LiquorPOS® runs like a tank- it never goes wrong!"

-Tim, Missouri

"I love it. You continue to impress me."

-Metta, Colorado

"I am really happy that I have chosen LiquorPOS®. Thanks again for your knowledge and hard work."

-Nancy, Florida

Go!POS® Handheld

"Handheld is unbelievable, I love it. It speeds up everything I do. I'm glad I purchased it."

-Dave, Georgia

Merchant Software Technical Support:

"This type of service is why I WILL choose your software when I upgrade."

-Ray, Alberta, Canada

"I just had to drop you a sincere thank you and tell you how much I appreciated you're your quick response. What a pleasure to find help these days with a company that is still here in the US. Keep up the good work."

-Svend, Arkansas

"By far, the best technical support I have ever experienced!"

-Sheetal, New Jersey

"Thank you for all the help and the inexplicable positive attitude. Keep up the good work!"

-Mike, Florida

"You saved me! I wish it were legal to ship a bottle of liquor from Mississippi. I'd have to send you one in thanks!"

-Donna, Mississippi