

### FOR IMMEDIATE RELEASE



#### **BAR CODE *DIRECT* AND CIS GROUP PARTNER TO OFFER COMPLETE DIRECT STORE DELIVERY AND FIELD SALES SOLUTIONS TO THEIR CLIENTS**

NORTH GRAFTON, MASSACHUSETTS – June 7, 2010 – Bar Code Direct (BCD) and CIS Group (CIS) announce a partnership agreement to market and support a full suite of software for DSD/route accounting and SFA/field sales. The combined offering will include training, 24/7 support, mobile computing /printing hardware, DSD/route accounting and SFA/field sales software solutions. The alliance makes BCD a one stop shop for complete mobile solutions.

“The partnership’s primary objective is to help our clients optimize field operations, improve efficiency and accountability while positively impacting revenue,” said Chris Arnold, business development manager, Bar Code Direct. “The newly combined offerings will help companies streamline their field activities, addressing mobile needs in markets such as Dairy, Bakery, Candy & Snack, Beverage, Food service and Deli.”

CIS has been creating innovative software solutions since 1977, developing an industry expertise in the CPG marketplace. Their client base includes companies such as Parmalat, Molson-Coors, Saputo, Oakrun Farm Bakery, Redbull, Danone and McCain.

#### **About Bar Code Direct**

Bar Code Direct offers the highest quality advanced data collection equipment, media/software supplies, consulting and support services. Founded on the principle of providing a single source for professional, cost effective Automatic I.D. solutions, Bar Code Direct continues to provide its clients with top-quality products and services that increase their productivity and save money. For more information, please visit [www.barcodedirect.com](http://www.barcodedirect.com)

#### **About CIS Group**

CIS Group is one of the largest providers of direct store delivery and sales force automation software solutions in North America. They have been creating innovative software solutions since 1977, helping businesses optimize and streamline their unique business processes, reducing operating costs and having a positive impact on revenue. CIS innovative solutions have a proven track record with over 8000 routes and reps automated throughout North America, making them a leading provider of mobile software solutions for field sales, merchandising and direct store delivery. For more information, please visit [www.cis-group.com](http://www.cis-group.com)

#### **For more information please contact:**

**Chris Arnold**  
Field Mobility - Business Development Mgr.  
BAR CODE *DIRECT*  
800 343-1750  
[Chris.arnold@barcodedirect.com](mailto:Chris.arnold@barcodedirect.com)

**Bertrand Martelle**  
VP Business Development  
CIS GROUP  
888 432-1550  
[bmartelle@cis-group.com](mailto:bmartelle@cis-group.com)