



LIBERTÉ YOGURT WILL BE AUTOMATING ITS FIELD SALES AND TELESALS WITH CIS COMPANION SOLUTION

Saint-Jérôme, QC – July 30, 2010 – After carefully evaluating CIS' mobile applications and expertise, Liberté Yogurt chose CIS' Companion Suite to streamline its field sales and telesales activities. The CIS Sales Force Automation (SFA) solution – Rep Companion – will provide their nationwide field sales force with up-to-date customer historical data in real time. All activities at point of sale (POS) will be carried out with customer-specific information, speeding up order processing and merchandising.

Rep Companion will run on Motorola's MC 9596 handheld computers. All data will flow in a bidirectional environment between the back-end and the mobile units. The inside telesales team will be using Office Companion order entry capabilities. This system will generate suggested orders based on historical data and buying habits, helping the telesales team increase sales while minimizing returns.

CIS Group was able to fulfill Liberté's field sales and inside telesales needs under the same suite. Its 24/7 first line customer service to end-users also reaffirmed CIS as the best choice for the project. The enhanced efficiency allowed by CIS' application will make the Liberté Yogurt mobile sales force more effective while maintaining high levels of customer service. "We're pleased to help Liberté optimize their sales activities. We look forward to a long-term relationship between our two companies", mentioned Cyrille Vaucelle, Key Account Manager at CIS.

About Liberté Yogurt

Liberté, a brand of dairy products established in Montreal in 1928, has evolved over the years into a thriving company aiming to expand into the natural food market. Liberté began producing cream cheese and cottage cheese on the corner of St-Urbain and Duluth Streets in downtown Montreal. Setting up shop in Brossard in 1964, Liberté began making yogurt, while continuing to manufacture its renowned cream cheese. Having built its reputation in Quebec, Liberté currently produces a range of more than 100 products, including several types of yogurt, kefir, cheese, sour cream and tofu, distributed in Canada and the northeastern United States. For further information, visit www.liberte.qc.ca

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

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