



Communiqué

CIS Group's DSD solution, Route Companion will help the Premium Beer Company with its delivery of kegs on the Ontario marketplace.

Toronto, Ontario, November 7 2011— After extensive investigation of their delivery systems, the Premium Beer Company has chosen Route Companion software from CIS Group in order to provide accurate and complete invoicing and returns vouchers to their customers. Thanks to the Direct Store Delivery application, the distributors are enabled to perform order entries and to complete quick returns efficiently, while printing clear invoices with their printpads directly at point of sales. The CIS Group's Route Companion system also manages effective call coverage and balancing of delivery visits every day, ensuring their customers have the right product at the right time. CIS is delighted to collaborate with Premium Beer Company, who provides leading breweries like Moosehead, a professional and well organized delivery system of kegs of beer to restaurants, bars and hotels. They will be equipped with Intermec CN3 handheld computers with the Datamax-O'Neil 4-inch printpad.

About Premium Beer Company:

Premium Beer Company is one of the leading importers of premium brands in Canada, dedicated to building each brand into a segment leader through strategic marketing, professional sales execution and the highest levels of distribution and service. They offer a carefully selected portfolio of the world's renowned, leading brands from such renowned beer producing nations as England, Scotland, Ireland, and of course, Canada. The Premium Beer Company carries years of experience as one of Canada's leading importer of ales, lagers, and cider.

About CIS Group:

CIS Group is one of the largest providers of direct store delivery (DSD) and sales force automation (SFA) solutions in North America. They have been creating innovative software solutions since 1977, always helping businesses optimize and streamline their unique business process, reducing operating costs and having a positive impact on revenue. CIS Group has a strong expertise in the beer industry. The Companion Suite is already used by all the major beer distributors in Canada like Molson, Labatt and Sleeman for the DSD portion, and Geloso Group for the SFA portion. The extensive mobile experience of its team, based in Canada, the US, Costa Rica and Portugal, have a proven track record of over 8000 routes and reps automated, and a strong customer base

in various industries, and outstanding professionalism made CIS a leading provider of software solutions for the mobile workforce.

- 30 -

For further details, please visit our web site at www.cis-group.com or contact:

Mariella Montreuil
Marketing Coordinator
CIS Group
Tel: 450.432.1550
Toll free: 1.888.432.1550
mmontreuil@cis-group.com