

Press Release
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Hickory Farms® solves unique national business challenge with innovative POS hardware bundle and creative “white glove” services from AVE INVESTMENTS, Inc.

Osage Beach, Missouri (June 12, 2008) Hickory Farms® is a multi-channel specialty retailer of branded gift food products and was facing the challenge of replacing an aging fleet of POS systems which are deployed to over 600 shopping-mall kiosks during the Christmas season. Full function POS is needed for this direct channel and the deployment, maintenance, un-install, and storage present a unique operational and logistical business challenge to Hickory Farms. During the first half of 2008, they searched the market for a better solution.

AVE INVESTMENTS, Inc. has the experience to know that POS innovation combined with practical packaging and personal services is what retailers require. After competitive diligence, the new posPortable® and White Glove services was chosen by Hickory Farms as the 2008 and future POS technology solution for the national shopping mall kiosks.

“The integration of the computer and peripherals into a portable suitcase is perfect for our unique business model and environment. “, states Darrell Woolaver, POS Operations Supervisor at Hickory Farms. “It will eliminate nearly all the challenges of deploying a full featured POS system to a seasonal store location to be set up by seasonal associates. Turning the rollout over to AVE INVESTMENTS to take responsibility for the deployment and re-deployment each holiday season will allow IT to focus on other matters.”

AVE INVESTMENTS, Inc. will aid in the rollout of over 600 US and 80 Canadian locations with the new posPortable® using AVE INVESTMENTS gold disk duplication and distribution services. Units will begin shipping to the Hickory Farms Distribution centers Sept. 1st 2008.

