

KWI and VeriFone Team Up to Deliver Mobile POS from the Cloud
Brighton Collectibles is First to Launch KWI Cloud 9 Chain-wide

NEW YORK – January 16, 2012 – KWI today announced a partnership with VeriFone to bring KWI Cloud 9 Mobile Point-of-Sale (Mobile POS) to market. It's a major advance in the retail industry's shift towards cloud-based technology.

KWI Cloud 9 Mobile POS – featuring VeriFone GlobalBay leading technology – un-tethers store associates from the limits of a plugged-in POS terminal trapped behind the counter. Now associates can perform all sales functions on the floor in one seamless transaction, creating a completely customer-centric experience. Associates can also perform CRM, inventory, and receiving functions, rounding out a complete store solution from the Cloud.

For store guests, there are no dreaded lines to stand on, no interruption to the ideal shopping flow, just a smooth journey from discovery to desire to gratification – and completed purchase.

Brighton Collectibles, a specialty retailer with 170 stores, quickly saw the benefits of implementing KWI Cloud 9, and went live in Fall 2011 with a chain-wide deployment.

“We wanted to get out from behind the counter and get in front of the customer,” said Jerry Kohl, CEO of Brighton Collectibles. “When a customer sees something they like, we want to engage with them right there. It makes the transaction a lot easier and saves time. That also makes it easier for shoppers to justify a return visit.”

With the success of its Mobile POS deployment, Brighton Collectibles now plans on reducing the number of fixed POS in its stores. This will increase space for merchandise and customer interaction, while decreasing the overhead and maintenance costs of traditional POS.

Today's retailers know they must implement mobile strategies to stay competitive. For most, the key strategy is to deliver a new and compellingly seamless customer experience. But implementing Mobile POS can be costly and risky. It's a challenge that can overburden IT personnel and – when implemented atop legacy point-of-sale systems – can bring an entire project to its knees. KWI Cloud 9 eliminates these issues by completely bypassing in-store POS systems.

“VeriFone partnered with KWI because of their unique ability to deliver Mobile POS as a service provider from the Cloud,” said Sandeep Bhanote, VeriFone vice president and general manager of the Mobile Retail Systems business. “Together we've created the perfect solution for retailers looking to deploy Mobile POS rapidly and efficiently, without the cost and risk of managing cutting-edge technology in-house. KWI's 26 years of experience delivering retail solutions from the Cloud made them an obvious choice as our Cloud-based solution partner.”

KWI Cloud 9 Mobile POS– *delivered entirely from the cloud* – cuts retailers free from the drag of their legacy systems. Retailers can now:

- Break free from the limitations and burden of store-based POS
- Get up and running with Mobile POS in fewer than 90 days
- Offload Mobile POS system management

"KWI is excited to bring this solution to market with industry leader VeriFone," said Sam Kliger, KWI founder and CEO. "We see this as great way for our clients to extend the power of our cloud based-services into the shopping experience. It's definitely a game-changer in the retail world."

KWI will be exhibiting its Cloud 9 Mobile POS solution at the 2012 NRF Big Show EXPO in booth 2213, January 16-17 at the Jacob Javits Convention Center in New York City.

About KWI

KWI offers complete Cloud-based solutions for a broad range of clients in specialty retailing. KWI customers include Brighton Collectibles, Dooney & Bourke, Intermix, Theory, and True Religion. Since 1985, KWI has helped retailers achieve success through use of its leading systems including merchandising, POS, Mobile POS, CRM, and loss prevention. KWI's innovation – from pioneering Software as a Service (SaaS) to being first out of the gate with Cloud retail solutions – enables retailers of all sizes with high-end functionality at affordable rates. To learn more about KWI's partnership approach and "best in breed" commitment visit www.kwi.com.

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