

PRESS INFORMATION FOR IMMEDIATE RELEASE

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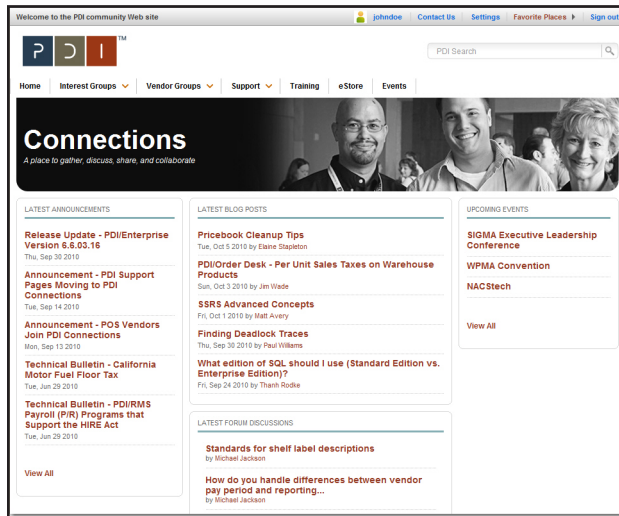
PDI'S IDEA EXCHANGE ATTRACTS RETAILERS

May 5, 2010

Temple, Texas - Approximately 80 PDI customers and guests gathered on May 4 and 5 in New Orleans to participate in the PDI Idea Exchange. This event marked the 18th year PDI's customers have come together to discuss highlights on newly released products and to review PDI's product roadmap and development priorities.

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In addition to gaining customer feedback on product development strategy, Greg Gilkerson introduced the new customer portal, PDI Connections. "Our focus is to facilitate an electronic community enabling our customers to rapidly share best practices and other knowledge." PDI Connections is debuting in conjunction with this year's NACStech convention and includes forums, blogs, and other collaboration tools. Gilkerson said, "It is through collaboration that our customers gain the greatest benefit from their technology investment. Also, by working together,

PDI is able to provide innovative solutions as our customers need them. We have done this for many years, but PDI Connections will take collaboration opportunities to new levels."

Throughout the two-day conference, customers were encouraged to share their thoughts on each topic discussed. The PDI Idea Exchange wrapped up Wednesday morning with a question and answer session led by the PDI management team.

About PDI

PDI provides software, hardware, and professional services to convenience retailers and wholesale petroleum marketers. Worldwide, over 300 companies and over 20,000 retail locations rely on PDI's systems for retail automation, fuel and warehouse management, business intelligence, financial reporting, and employee selection and training.

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