

FOR IMMEDIATE RELEASE

Salient's Solution Helps Convenience Store Chain Leverage Point of Sale Data to Increase Margins

Horseheads, N.Y., June, 2010 — Salient Management Company, a global leader in enterprise performance management solutions, has announced that, Xtra Mart is using Salient's solution to optimize product mix, better allocate shelf space, and measure same store sales to improve profitability.

Xtra Mart, a convenience store chain with 142 store locations throughout the Northeast, is experiencing rapid growth in the convenience segment and has recognized the need to have deeper insight into the growth drivers of their business. They chose Salient's powerful performance management solution to help them manage their business for the optimal mix of products and services as well as overall improved profitability. Because of its ability to drill down to the most granular level of detail without regard to hierarchy, its speed of information delivery, and ease of use, Salient has proven to be a viable performance management solution for Xtra Mart.

Previously, Xtra Mart used their own back-office systems to generate business intelligence, resulting in static reports that took weeks to produce. Now, category managers and sales representatives can create their own queries and view reports within a few minutes, without requiring any assistance from the IT department.

Salient's solution is helping Xtra Mart precisely measure performance by tracking profit and loss, growth, and efficiency at a detailed level – down to individual products and categories. The solution will help Xtra Mart's managers improve category management, refine pricing structure, and improve the overall success of in-store promotions. The solution will also help Xtra Mart's managers optimize space allocations within each store, help them see the impact of their decisions on same store sales, and measure same store sales year over year. They will also be able to see more quickly how new products are performing, and adjust product mix to improve profitability.

“Within a few clicks, I can collect scanned data from multiple stores, multiple categories, and multiple purchase groups, and then sort the data and add and delete specific items in a matter of minutes,” said Kevin Pimental, Retail Automation Manager of Xtra Mart. “Working with Salient's solution streamlines the data analytics process, especially the ability to manipulate purchase groups and specific items and review their distribution amongst all the stores. Although we could gather this information with our previous system, it was a laborious process that required viewing several different reports.”

To smooth integration with Xtra Mart's existing POS system, Salient partnered with the POS systems provider to ensure the resulting solution would be built around Xtra Mart's specific needs. “We held weekly meetings with the POS vendor and with Xtra Mart to ensure a seamless and smooth implementation,” said Guy Amisano, CEO of Salient Management Company. “In this way, we kept the project on track so the end solution would help Xtra Mart increase profitability and keep their customers satisfied.”

About Salient

Salient Management Company offers business and government a new solution for efficient management. Drawing on diverse data from multiple sources, Salient technology measures how business activity creates value, quality, financial efficiency, productivity, while the user interface eliminates barriers to using this knowledge for continuous process improvement.

Salient's technology platform is a super scalable, in-memory system for automated scoring of value added by business activity. The user interface provides a graphical toolbox for interactive, stream-of-thought data mining, visualization, and root cause analysis. Overall, the technology enables non-technical knowledge workers to evaluate process behaviors rapidly, eliminate waste, and continuously optimize outcomes.

Founded in 1986, Salient today serves more than 35,000 users in 53 countries. For more information, visit www.salient.com.

About Xtra Mart

Xtra Mart is a convenience store chain with locations in Connecticut, Rhode Island, Massachusetts, New Hampshire, Maine, New York, Pennsylvania, and Maryland. Known as a driving force in the convenience store industry, Xtra Mart sells gasoline, grocery items and is committed to continually adding new services such as car washes, its own deli counters, and in-store cafes with its own line of coffee to better serve its growing base of customers.