FOR IMMEDIATE RELEASE

Multi-channel Retailer Mack's Prairie Wings Gains Access to Immediate Real-time Analysis and Reporting with Taurus Software's User-Friendly *Ecomedate* Business Intelligence Solution

Redwood City, Calif. – Taurus Software, a premier provider of business intelligence solutions for multi-channel retailers, announced today that multi-channel retailer and premier waterfowl outfitter, Mack's Prairie Wings, has implemented *Ecomedate*. Mack's Prairie Wings was in search of a business intelligence solution that would provide them with time-saving and user-friendly analysis and reporting. "Ecomedate has delivered big value to our business," explains Cheryl Raney, CFO at Mack's Prairie Wings. "Real-time reporting and analysis is available in minutes and is a huge advantage. The product is very user-friendly; one of our non-technical people has been trained on the product, and now runs all of the reports company-wide. With Ecomedate, we now have the ability to react to something fast if there is a problem. This product is fabulous and is an incredible convenience."

The implementation of Ecomedate and the Analysis Suite solution has been a successful business decision for Mack's Prairie Wings. Before working with Taurus Software, Mack's Prairie Wings was faced with various challenges to getting the data they needed. Multiple reports and Excel spreadsheets were being

generated, and many hours were spent trying to analyze and reconcile them. These reports, often lacking synchronization, took 24 to 48 hours to produce. Mack's Prairie Wings paid outside specialists to create the reports they needed. The lack of readily available business intelligence and real-time insight into current areas of concern put Mack's Prairie Wings at a disadvantage when making critical business decisions.

Mack's Prairie Wings is one of over 70 Ecometry clients that have been empowered with real business intelligence from Taurus Software. Ecomedate merges Ecometry production data with external sources to create a single reporting and analysis environment. Pre-built analytics allow business users to ask and answer their own questions in all areas of the business. The robust insight offered by Ecomedate has allowed Mack's Prairie Wings to immediately confront and overcome previous issues and areas of concern. Data has been streamlined in Ecomedate and is available to users in real-time, without a need to rely on outside firms. Ecomedate provides Mack's Prairie Wings with "a single version of the truth," eliminating the frustrations that they previously experienced with multiple reports and the precious hours that were spent making sense of the dispersed information. Because information is much easier to access, Mack's Prairie Wings has the tools and the insight needed to make successful business decisions.

A quick implementation and a helpful Support staff have enabled Mack's Prairie Wings to utilize Ecomedate immediately. "Everyone on Taurus' staff has been so nice and helpful," states Cheryl Raney. "I was impressed by the implementation, and am even more impressed with the post-implementation support. Taurus has been quick to respond and has delivered on our deadlines."

A fast implementation and a product that meets their needs enabled Mack's Prairie Wings to make crucial business decisions based a new level of real-time insight. The reports now highlight consistent numbers, and take less than an hour to access compared to the prior 24 to 48 hour waiting period. Mack's Prairie Wings has the time to focus on more important tasks. The concern regarding the technical expertise needed to use Ecomedate has been eliminated – a non-technical employee at Mack's Prairie Wings quickly adapted to using Ecomedate and is now responsible for creating all reports herself, earning the nickname 'the Brain' from her colleagues. "Ecomedate has given us the ability to react to something fast if there is a problem," states Cheryl Raney. "You don't have to be a big company to effectively use Ecomedate, and the product is simple to use so the IT staff is freed up and can do what they need to be doing. We are saving money based on doing everything in-house now – I have not asked anyone to write anything outside of our company since we learned to use Ecomedate. Ecometry users should seriously investigate Ecomedate and realize the benefits that it can provide for their operational environment."

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About Mack's Prairie Wings

Mack's Prairie Wings (also known as Mack's Sport Shop) is a premier retailer of waterfowl gear and equipment. A family tradition since the 1930's, Mack's Prairie Wings offers a one-stop shop for avid duck hunters. Mack's Prairie Wings has a central location in Stuttgart, Arkansas. For more information, please visit http://www.mackspw.com.

About Taurus Software

At Taurus Software, "making data liquid" means helping companies access their data easily.   Taurus products include a variety of applications developed to

help clients get more from their data by allowing them to Move, Map, Measure, and Manage data regardless of where it resides. Learn more about Taurus Software and our offerings designed for various data platforms and applications. Call 650-482-2022 ext. 1, or visit http://www.taurus.com.

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