



Press Release

Island Pacific is the latest big name signing for Retail Business Technology Expo 2012

Irvine, 21st October 2011 Island Pacific, a leading provider of merchandising and store operations software solutions for the retail industry, is the latest high profile signing for Retail Business Technology Expo and Cards & Payment Solutions 2012, the one stop shop for end to end retail and hospitality solutions.

Mike Dotson, MD Europe/VP Sales, Island Pacific, said, "There is a real need for a show like this in the UK, and we want to be a part of it. It's a great opportunity for Island Pacific to build awareness, and the event provides the perfect platform to showcase the solutions that we offer. We have so much going on at the moment, with new customer wins, project go-lives and product launches, that it's great to have another much needed channel to let us shout about our good news. We're looking forward to the show, and will take full advantage of all the marketing and PR opportunities around the event."

Nick Field, Event Director, Retail Business Technology Expo, said, "It's great news that Island Pacific have come onboard. They are joining a large number of companies who have heard the excellent feedback and seen the reviews and visitor details for the launch show in March, and know this is too good an opportunity to miss. We've already rebooked the majority of exhibitors from this year's event, and combined with the new signings, we've already doubled the size of our 2012 event."

Dotson continued, "This is an exciting (and busy!) period for us. As well as signing up some great new customers, our existing customers are also keeping up busy, with The Perfume Shop signing up for our Direct Product, with the project kicking off in early August. And we've just launched a new front end for our merchandising module – Island Pacific SmartRetail, plus there's new mobile functionality for all our modules. There's going to be lots for us to talk about at Retail Business Technology Expo 2012."

Retail Business Technology Expo 13-14 March 2012 at London's Earls Court, South Hall.
Follow <http://www.retailbusinesstechnologyexpo.com/> for more information on visiting and exhibiting.

About Retail Business Technology Expo

Retail Business Technology Expo and Cards & Payments Solutions is the one stop shop for end to end retail and hospitality solutions.

Retail Business Technology Expo and Cards & Payments Solutions, is the must visit event for retail and hospitality organisations looking for the right tools, solutions and advice on how to best run their business. They are a one stop shop, showcasing end to end solutions, from supply chain to the customer. See the whole picture at Retail Business Technology Expo and Cards & Payment Solutions – the UK and Europe's leading solutions events.

Retail Business Technology Expo, from Legend Exhibitions, a leading exhibitions company, combines an exhibition offering a comprehensive range of solutions with a free informative and interactive education programme incorporating seminars, workshops, and inspirational features, plus a host of networking opportunities and hospitality – all under one roof. Co-located with Retail Business Technology Expo 'Cards & Payments Solutions', provides a platform for the most innovative suppliers from this sector to showcase their products and solutions, as well as hosting the Vendorcom Quarterly Cards & Payments Thought Leadership Conference.

Retail Business Technology Expo and Cards & Payments Solutions - winner of highly commended at the 2011 AEO Excellence Awards for Best Trade Launch Show.

FOR FURTHER INFORMATION: www.retailbusinesstechnologyexpo.com

For additional information, contact:
Emma Easterbrook
Communications Director
Retail Business Technology Expo
020 8 874 2728
emmae@retailbusinesstechnologyexpo.com

About Island Pacific

Island Pacific is a global leader in retail merchandising and store operations software solutions. For 30 years, Island Pacific has been a thought leader in retail software solutions, and has developed a reputation for delivering high-quality, high-reliability software to the retail industry. As a result, Island Pacific is a leading resource for scalable, flexible and affordable solutions for retailers around the world.

Island Pacific, a division of 3Q Holdings Limited (www.threeq.com.au) was founded in 1978. The company is headquartered in Irvine, California, and has offices in the United States, the United Kingdom, Australia and New Zealand.

www.islandpacific.com