

Press Release



FOR IMMEDIATE RELEASE:
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Auto~Star Announced Winner of Business Awards

MEDICINE HAT, ALBERTA – Auto~Star Compusystems Inc. was announced as the winner of the Economic Development Alliance Export Award and the ATB Community Involvement Award at the 2008 Medicine Hat Chamber of Commerce Business Awards Banquet. The company was chosen for these awards as having demonstrated exceptional leadership, creativity, and innovation through a wide variety of strategies.

Nominees for the Community Involvement Award were asked to demonstrate outstanding contributions to supporting and building Southeastern Alberta communities. As a company, Auto~Star feels it can be prosperous and continue to make a positive difference in the community. Auto~Star is an active participant in local business associations, volunteer, and after-work charity activities. In addition, Auto~Star also contributes financially to numerous non profit organizations.

"We recognize that in a progressive organization, being charitable involves more than donating money to causes," said Robert Symmonds, president of Auto~Star. "We believe that the wealth generated by a business also assumes the form of knowledge, expertise, and talent. Our employees volunteer that wealth to local community initiatives."

This is the first year Auto~Star has been recognized with the Economic Development Alliance Export Award. By employing an innovative and creative market entry strategy, Auto~Star has been able to meet the needs of customers in international markets, while staying true to its roots in Medicine Hat. Through redefining a sales channel, introducing new product solutions, and forming strategic alliances and partnerships, Auto~Star has been successful in maintaining their strength in the Canadian pharmacy market, while also grabbing a stranglehold of the US pharmacy market, and entering into the Canadian and US grocery, and health and nutrition market.

"We are very pleased to be recognized for our innovative export strategies," said Symmonds. "Auto~Star committed several years ago to really focusing on export growth without losing domestic momentum, and our growth plan has been very successful. We are proud that in these uncertain economic times that we have been able to keep job growth local, while increasing our market presence in the US and Caribbean. We hope in the future to continue this growth across the world."

As the winner of these awards, Auto~Star will automatically be forwarded to the next level in the Provincial Chamber Business Awards to be held in Edmonton on February 27th, 2009.

About Auto~Star Compusystems Inc.

Auto~Star Compusystems is a software company that develops point-of-sale software for pharmacy, grocery, and health and nutrition retailers across Canada, the United States, and the Caribbean. Employing 25 skilled residents of Medicine Hat, Auto~Star is active in the community through involvement in business associations and participation in numerous non-profit organizations. For more information on Auto~Star, please call 888-460-6963 or visit www.auto-star.com.

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