

Press Release



FOR IMMEDIATE RELEASE:
September 8, 2008

Auto~Star Announces Integration with Living Naturally

MEDICINE HAT, ALBERTA – Auto~Star Compusystems Inc. is pleased to announce the integration of Living Naturally's Loyalty Genius with the Star~Plus point-of-sale software at the Canadian Health Food Association (CHFA) Expo East Tradeshow September 13th and 14th, in Toronto, Ontario.

With the rapid growth of the health and nutrition industry, retaining existing customers has presented a major challenge for retailers. As a result, customer loyalty has become a strategic focus in gaining a competitive advantage. The integration between Star~Plus and Loyalty Genius provides retailers with an effective tool to secure and strengthen customer relationships, enabling them to protect and grow their market share.

Loyalty Genius is a unique program that enables retailers to customize an advanced loyalty, reward, and promotions program for their business. The program makes for a compelling addition to the Star~Plus point-of-sale that will allow independent health and nutrition retailers to:

- Increase customer retention
- Reward frequent buyers
- Tap into customer needs
- Identify purchasing patterns
- Increase sales per customer
- Strengthen competitive position

Auto~Star's Star~Plus point of sale application provides retailers with a solid framework in which to manage their business. From easy-to-use features at the checkout to complete reporting and management tools at the back office, Star~Plus is customizable to the health and nutrition retailers needs.

About Living Naturally

Living Naturally, LLC, is an online technology provider to more than 3,000 retailers and suppliers in the North American natural health sector. The company develops and markets a suite of Internet programs under the "Genius" brand to enhance the productivity and marketing capabilities of retailers and suppliers. For additional information, visit the company's web site at www.livingnaturally.ca.

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. The company's products provide seamless end-to-end solutions to optimize efficiency and customer satisfaction, while lowering operating costs. For more information on Auto~Star, please call 888-460-6963 or visit www.auto-star.com.

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