

PRESS RELEASE



**For Immediate Release
September 2, 2008**

Contact: Tom Lane
DM2 Software, Inc.,
(800) 866-5151 or toml@dm2.com

DM2 Software Announces Latest Release of *Petroleum Insights* ERP System *Leveraging Sage's New MAS 90 and 200 Extended Enterprise Suite, DM2 Simplifies Business Management for Petroleum Marketers*

VANCOUVER, WA, September 2, 2008 — DM2 Software, Inc., a leading provider of business-management software solutions to the petroleum-distribution and convenience-store industries, is pleased to announce the latest release of its *Petroleum Insights* system. This release is based on Sage Software's new MAS 90 and 200 Extended Enterprise Suites, the second in Sage's new line of Extended Enterprise Solutions for small and medium-sized businesses (SMBs). As a Sage Master Developer and Reseller, DM2 uses MAS90 and MAS200, which are ERP (enterprise resource planning) systems designed for general wholesale distribution applications, to develop, sell and support a fully integrated system designed specifically for petroleum-distribution applications. All of the features found in these Extended Enterprise suites are now available with DM2 Software's new V4.3 release of its *Petroleum Insights* system.

This fully integrated solution combines financial, operational, customer relations and business-intelligence applications to simplify and integrate business-management processes and workflow across an entire company. By providing all employees with a complete and consistent view of the customer, users can improve customer relationships, enhance collaboration between departments and improve overall business decision-making.

"Business owners tell us they want management systems that are easier to use and maintain. They especially want those systems to operate as one, both inside the walls of their businesses, as well as extended to work with external business partners," said Himanshu Palsule, executive vice president of the Strategic Business Unit in Sage Software's Business Management Division. "By bringing ERP, CRM and other business functions into a single application, Sage MAS Extended Enterprise Suites support those needs clearly with connected processes throughout the business. This simplifies workflow from sales orders through collections and gives business managers better insight into operations and results."

DM2's 20 years of industry experience combined with Sage MAS Extended Enterprise Suites provide petroleum marketers' sales, service, finance, operations employees and management with an integrated, 360-degree view of business operations through embedded front office and back office functionality. At the heart of this new offering, Sage MAS 90 and 200 ERP and Sage MAS Fixed Assets provide enterprise-wide financial and operations functionality. Embedded SageCRM supports front office sales, service and marketing automation, while Business Insights Explorer and the Business Insights Dashboard provide business analysis functions.

By enabling business information to flow between different functional areas of a company, DM2's new *Petroleum Insights* release empowers every employee to improve the bottom line.

(more)
(continued)

Salespeople using CRM have instant visibility into inventory levels, credit holds, purchasing cycles and more, which improves each salesperson's effectiveness. When a purchasing agent buys capital equipment, assets input into the system are automatically tracked and depreciation write-offs maximized. *Petroleum Insights* also gives marketing personnel visibility into warehouse overstocks, so promotions can be designed to improve inventory turnover.

With its extensive analytics capabilities, *Petroleum Insights* provides petroleum marketers with easy access to information that is often hidden inside traditional business management systems. Business Insights Explorer (BIE) is the comprehensive business intelligence, workflow and reporting tool that enables users to quickly drill down and get specific data on customers, purchasing trends, operational issues and more. BIE provides standard reporting templates plus supports virtually endless customization options to help users analyze business operations. The Business Insights Dashboard enables users to capture, consolidate and present key performance indicators (KPIs) in simplified snapshots for easy analysis. In addition, the Dashboard supports up to 12 standard graphical reports to be created and displayed on the user's desktop at startup every workday. Users select reports, graphs, the level of detail and the order in which to view information. Beyond business intelligence, BIE streamlines the workflow process by enabling users to navigate directly to and perform tasks directly from BIE.

DM2's new *Petroleum Insights* release also includes personalization features and product integration capabilities that petroleum marketers need to tailor their systems to meet their unique requirements. The user interface can be easily modified without source code, so each employee can personalize screens and views to improve workflow. Third-party vendors also can be added to gain greater visibility into a company's supply chain.

ABOUT DM2 SOFTWARE

DM2 Software provides DM2 Petroleum Insights ERP accounting, tax, automated fuel billing and other business management software to more than 300 petroleum-distribution companies nationwide. For more information, contact DM2 Software at (800) 866-5151, or visit www.dm2.com. DM2 Software is headquartered at 7700 NE Greenwood Dr., Ste. 200, Vancouver, WA 98662.