

## PRESS RELEASE



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### **DM2 Software Helps Customers Put “Best” Foot Forward**

*Best Practices Meetings bring together groups of peer customers in a forum that allows open discussion on the latest industry trends and challenges*

**VANCOUVER, WA, October 13, 2008** — DM2 Software, Inc., has a hard-earned reputation as a leading provider of business-management software solutions to the petroleum-distribution and convenience-store industries. Recognizing that effective customer relationships involve more than just selling, installing and servicing software solutions, DM2 hosts a series of meetings every year that are designed to bring small groups of peer customers together to discuss the latest industry trends and challenges. Held on a regional basis, and sometimes in conjunction with a larger national event like The NACS Show, DM2 calls these gatherings Best Practices Meetings, and they are open to any company using DM2 products and enrolled in DM2’s Unlimited Assistance subscription plan.

DeKalb Petroleum, Duluth, GA, a wholesale supplier of 15 million gallons of petroleum products per month to 300 retail locations spread over seven Southeastern states, began using DM2 accounting software in 2003 and its personnel have been regular Best Practices Meetings attendees ever since.

“We go to DM2’s user’s conference every year and we get a lot of new, valuable information, but Best Practices Meetings are much more intimate and allow for much more open discussion since it’s about what issues we have, what we’d like to see and how DM2 can help us,” said Joe Nardi, CFO of DeKalb Petroleum.

The agendas at Best Practices Meetings—which are moderated by DM2’s Vice Presidents of Advanced Business Solutions (ABS) consulting and Development and Support—are driven by the attendees with the amount of time devoted to each topic determined by the group’s dynamic. While the idea is for companies to compare notes on how they are using DM2’s software, attendees often leave the meetings with new insight about unique features of the software that they weren’t aware of, as well as the best ways to utilize certain features. It’s an approach that will keep Nardi and other DeKalb personnel coming back.

“It’s always good to hear problems and issues other companies are having so you can help them out and they can help you out,” said Nardi. “Anytime we can interact with other companies and key people at DM2, we want to take advantage of that.”

#### **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](http://www.dm2.com). DM2 Software is headquartered at 7700 NE Greenwood Dr., Ste. 200,*

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