



NEWS RELEASE

For Immediate Release

Contact: Kathy Kiely-Skaggs
Vice President of Sales and Marketing
UTC RETAIL
(440) 542-2456
kskaggs@utcretail.com

UTC RETAIL's Solutions Help Maui Nix to Ride the Omni-Channel Wave

Surf shop retailer implements POS-J and WinRetail applications, along with existing 3170 POS hardware platform, to improve efficiencies across all channels

Rochester, NY, January 8, 2016: UTC RETAIL, a full-service provider of store solutions to the retail marketplace, including software, hardware and professional services, announced today that Maui Nix Surf Shop has recently decided to rollout UTC RETAIL's POS and merchandising software to all of its retail locations.

"Maui Nix has been a customer of ours since 2008. We are so pleased that they have decided to extend their relationship with us and upgrade to our latest software offerings," said Sam Villanti, President and CEO for UTC RETAIL. "They did a full competitive evaluation and found that we were the best fit for them. When you add in our in-depth understanding of their business and the exceptional level of service that we've provided to Maui Nix over the years, it's easy to see why they felt that our solutions offered them an exceptional overall value."

Maui Nix will be implementing UTC RETAIL's POS-J POS software, along with the Gift Card and Loyalty solution, and they will be reusing their current 3170 POS hardware from UTC RETAIL. They will also be implementing the WinRetail merchandising application from JDS Solutions, a part of Cegid Group, which UTC RETAIL is authorized to resell. Additionally, UTC RETAIL will be integrating POS-J and WinRetail with Maui Nix's current e-commerce solution, Magento, to provide full-featured, real-time omni-channel support across the enterprise.

"I chose UTC RETAIL because, after looking at many different solutions, I felt that they understood the nature of my business better than anyone else," said George Karamitos, Owner of Maui Nix Surf Shops. "The combination of POS-J and WinRetail together offers Maui Nix the best opportunity available for a totally complete solution. Also, the reporting and open-to-buy tools are exactly what any retailer will need to run an efficient company."

In business since 1989, Maui Nix currently operates nine surf and skate shops in Florida. Proud recipients of the Surf Industry Manufacturer's Association Award for Breakout Retailer of the Year 2012, Maui Nix is an avid sponsor of local surf contests, charities, and other local affiliations. As strong supporters of community involvement, they participate in surf camps dedicated to children with autism, local foster care programs and various clothing drives. Maui Nix is also a proud supporter of local talent, with a growing surf and skate team representing only the finest young up and coming talent around.

About UTC RETAIL™

UTC RETAIL offers a suite of in-store solutions, including software, hardware and services, which help our customers to thrive in the ever-changing and always accelerating retail climate. With 28 years of experience and over 450,000 store-level installations, UTC RETAIL has been recognized as the industry leader in delivering outstanding service and exceptional value. To date, more than 200 retailers, ranging in size from 10 stores to over 2,000 locations, have chosen UTC RETAIL as their trusted partner. For more information on UTC RETAIL, call us at 1-800-349-0456, visit us at <http://www.utcretail.com> or stop by our booth (#3317) for a product demo at the upcoming National Retail Federation Annual Conference and Exposition at the Jacob Javitz Center in New York City on January 17-19, 2016.