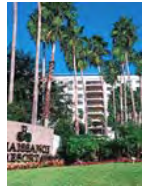


IBM Retail User Group

An International Association of IBM Retail System Users, IBM and IBM Retail Solution Partners

The IBM Retail User Group announces their 31st annual conference. For over three decades the user group has provided a platform for Retailers, IBM, and IBM Business Partners to advance IBM store systems technology, network with peers, find solutions to common business problems and establish a working partnership for mutual benefit.

The 2008 conference:



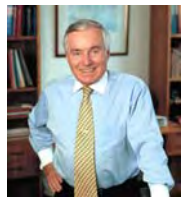
IBM Retail User Group
May 18 - 21, 2008
Renaissance Orlando Resort
at SeaWorld
Orlando, FL

The 2008 conference promises to be bigger and more informative than ever before. In keeping pace with the dynamics of the retail industry, the User Group has changed its name to *IBM Retail User Group* and broadened the focus of the association and the conference beyond the four walls of the store. The conference will incorporate all the IT elements of the retail enterprise. IBM and their business partners will exhibit new products and share common direction. The 2008 conference will draw retail industry executives from around the world interested in best practice solutions, workshops, case studies, and networking opportunities. This conference will reach far beyond the traditional store environment.

Guest Speaker

Senator Feargal Quinn

“World Class Customer Service”



Feargal Quinn is a retail businessman, Irish politician, World renowned speaker and an independent member of the 23rd Seanad Éireann (Senate) - the Upper House of the Irish Parliament.

He is the founder of Superquinn supermarket chain, and is globally recognized as a leader in retail innovation and has been among the first to pioneer many customer service programs.

Mr. Quinn is an International Board member of the US Food Marketing Institute, a former president of the global Food Business Forum, and is the current president of the EU-wide group Eurocommerce.

In 2006 he was appointed an Adjunct Professor in Marketing at National University of Ireland, Galway and is the recipient of three honorary doctorates. He is the author of “Crowning the Customer”, which has been very popular in Europe and the US.

Tuesday Keynote Speaker



Jim Stickley
CTO, VP of Engineering,
& Co-Founder, TraceSecurity
“PCI Security”

Jim is a renowned security expert. He has been involved in thousands of security services for financial institutions, Fortune 100 corporations, healthcare facilities, legal firms, and insurance companies. He has been a consultant for 20/20, Network Associates, numerous magazines and newspapers and was featured in Time Magazine, Business Week, Fortune Magazine, New York Times and other industry specific publications such as PC Magazine and Security Focus. He has also been showcased on NBC’s “Nightly News”, CNN’s “NewsNight”, CNBC’s “The Big Idea” and numerous times on NBC’s “Today Show”.

Jim serves as a speaker at numerous security-related tradeshows, conventions, seminars and forums throughout the US, covering topics that range from basic network security to national cyber terrorism. Jim is also on the editorial advisory board for IT Defense Magazine where he writes a monthly column.

Steve Ladwig



IBM Retail EBO General Manager
“IBM Executive Perspectives”

Steve will share with you IBM’s view of the revolution taking place in Retail, how that is driving our Global retail strategy, and how we are setting our priorities.

John Gaydac



Business Line Executive,
SurePOS Solutions,
Retail Store Solutions
“IBM 2008 Retail Strategy”

John is responsible for IBM’s Large Enterprise Point of Sale Hardware and Software portfolio. John brings over 20 years of experience in

developing, selling and implementing technology and business solutions for IBM clients. His previous experience includes variety of leadership positions within IBM, including Director of Global Business Operations, Sales Executive, Services Executive and Software Development Manager. John holds a B.S. in Engineering from the University of Pittsburgh and a MBA from Florida Atlantic University.

Elective Sessions

50 Elective sessions, roundtables and brain-storming opportunities presented by your retail peers, IBM retail partners, Professional Members and IBM on the relative topics focused to meet the needs of your selected retail infrastructures, enterprise and in-store solutions.

Exhibits

The conference provides you the opportunity to share information with exhibits by IBM and over 60 IBM Business Partners. The conference provides a forum for sharing ideas and solutions, as well as networking and establishing peer relationship with the leading providers of hardware, software, and services in support of the IBM retail environment. NOT a trade show, the association is a working education and information network for the mutual benefit of all its members. The annual conference is held in May, with an agenda developed by the retailers.

Experience the Difference

Plan to join us this May and start reaping the benefits experienced by other retail and associate members around the world! - check us out at: www.ibmretailug.org and request a 2007 Conference CD and see why retailers for over 30 years depend on IRUG to make the difference.

Application for Membership:

Company Name _____

Address _____

City, State, Zip _____

Delegate Name _____

Title _____

Email _____

() _____

Phone _____ ext. _____

() _____

Fax _____

Principal Type of Business _____

Type Card: _____ Exp Date: _____

Name on card: _____

Account #: _____

Signature: _____

Type of Membership

- Regular** Annual dues \$195
An IBM store systems user or a user of any part of an IBM system in a retail environment.
- Associate** Annual dues \$395
An IBM Business Partner providing hardware, software and/or services in support of IBM retail environment.
- Professional** Annual dues \$395
A retail industry association or educational institutions.

Please return with payment in US dollars to:
IBM Retail User Group
8421 Lorraine Drive
Strongsville, OH 44149

Why IBM Retail Business Partners should be members of the IBM Retail User Group and attend the annual conference.

Because of the rapidly changing retail dynamics, the User Group expanded its focus beyond the four walls of the store in 2005. The reality of today's retail industry is a broader, more consumer-focused, interdependent environment working together to effectively meet customer expectations. All the elements of the retail enterprise—stores, merchandising, operations, finance, marketing, and e-commerce—are interconnected through technology and the IS infrastructure to support it.

In keeping pace with the dynamics of the industry the User Group has changed its name to *IBM Retail User Group*, expanding the focus of the association to incorporate and integrate all the solution elements of the retail enterprise. In May, retail industry executives from around the world will meet to share interest in best practice solutions, workshops, case studies, networking opportunities, IBM's new products and direction, and IBM solutions that reach far beyond the traditional store.

Who should belong to the IBM Retail User Group:

Retail CIO's, IT - EVPs, SVPs, VPs, and Directors and Managers of:

Logistics
Supply Chain Management
Transportation
Merchandising
Purchasing
Operations
Marketing
Store Systems
Asset Protection
E-commerce

IBM Retail Business Partners
Professional Retail Associations
Educators
Retail consultants

IBM Retail User Group 2008 Conference



Join us for the 31st Annual Conference

May 18 - 21, 2008
Renaissance Orlando Resort at SeaWorld
Orlando, FL

www.IBMretailug.org