

DIRECWAY.

RETAIL SOLUTIONSSM

Business Solutions



DIRECWAY Retail SolutionsSM— fast, always-on broadband connectivity for all your stores.

In the demanding retail industry, timing is everything. DIRECWAY Retail Solutions give you the high-speed broadband network and value-added services that will drive your operation's performance today and help you innovate for tomorrow.

Say goodbye to slow dial-up service that ties up your phone lines and causes delays in serving your customers. With DIRECWAY, you'll see the benefits of faster access across your entire organization, whether you're a small regional outfit or a national super-chain. Quicker credit card transactions give you shorter lines and more satisfied customers. Streamlined polling provides faster access to the critical data you need to make sound business decisions. And best of all, DIRECWAY is available at all of your stores, no matter where they are located.

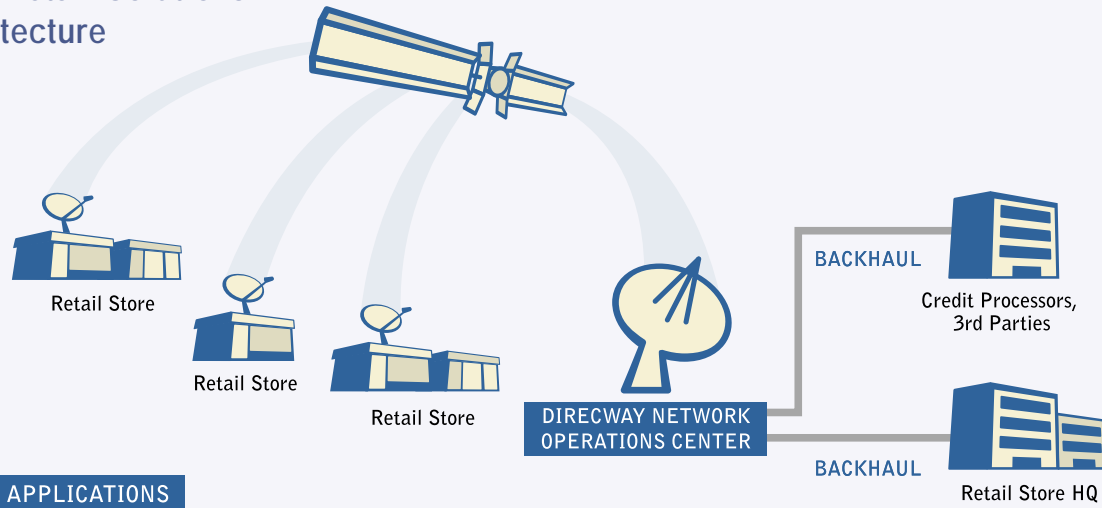
Leading Fortune 1000 retailers, as well as small chain boutiques—over 35,000 stores across the U.S.—rely on DIRECWAY for fast, dependable service. Put DIRECWAY Retail Solutions to work for your business!

■ Spend more time on business— less on your network

Managing your stores can be a challenge, but with DIRECWAY, managing your network is easy. That's because DIRECWAY gives you one common platform for all your users, regardless of location. We provide rapid, seamless deployment with professional installation to all your stores. And once your network is in place, we bring you superior service—24 hours a day, 7 days a week—all from a single vendor.



DIRECWAY Retail Solutions: WAN Architecture



STORE APPLICATIONS

- Credit
- POS
- CRM
- Training
- Document Distribution
- Inventory Management
- pcAnywhere®

■ Supporting your applications and business needs—today and tomorrow

DIRECWAY Retail Solutions give you the same solid network foundation used by some of the biggest names in the industry and put you on solid footing to meet your future information technology needs. Whether you want to better execute the fundamentals such as polling and credit card transactions or lead your company into the cutting edge of retail technologies, DIRECWAY can support all your goals.

And what other networking choice comes with an inherent multicast capability to efficiently deliver training and business TV broadcasts to all your stores? DIRECWAY Retail Solutions help you meet your business requirements today—and serve your customers' needs in the future.

■ The value of leadership

DIRECWAY Retail Solutions are brought to you by Hughes Network Systems (HNS), the world's leading provider of satellite networking solutions. For over 30 years, we've delivered satellite network products and services to enterprises around the world.

■ All the tools you need to run your stores more effectively

In addition to powerful connectivity, DIRECWAY offers a variety of services to help improve your retail operations:

- Secure, private access to your intranet to protect vital business data
- Easy, cost-effective delivery of large files of every kind to all your stores
- In-store music and fast credit card transactions to enhance the customers' buying experience and help keep them coming back
- Interactive training for all your employees

DIRECWAY gives you a complete solution for your entire operation—one that's both affordable and scalable. So it can grow as your business does to keep you at the forefront of the retail industry.

To find out how DIRECWAY Retail Solutions can make your stores more competitive, visit our Website at www.direcway.com or call us toll-free at 1-866-636-0017.

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DIRECWAY

www.direcway.com