



PARK CITY GROUP PRODUCT OVERVIEW

Park City Group, Inc. develops and markets patented computer software that helps its retail customers to increase their sales while reducing their inventory and labor costs: the two largest, controllable expenses in the retail industry. The technology has its genesis in the operations of Mrs. Fields Cookies, co-founded by Randy Fields, CEO of Park City Group, Inc.

The Products

The Company has developed its products over many years by bringing together personal experience in retail management with an advanced technology infrastructure. .

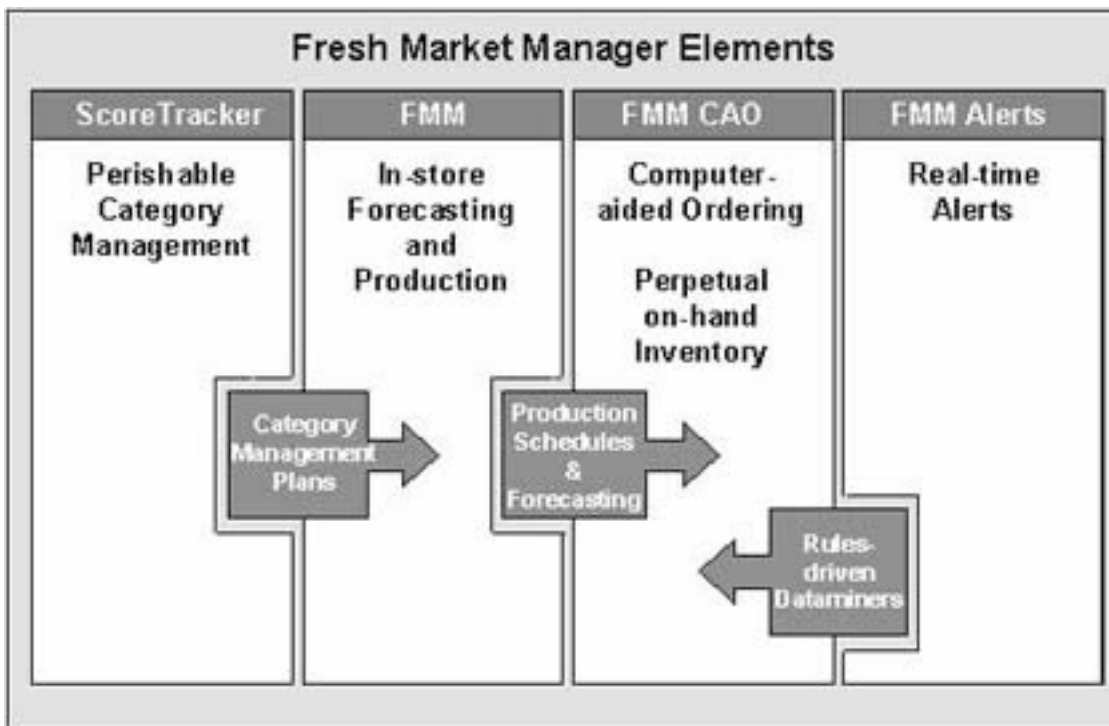
Fresh Market Manager (“FMM”) is a suite of software applications that manage perishable food department operations - including bakery, deli, seafood, produce, meat and floral – within supermarkets, quick service restaurants, convenience stores and hospitality zones. The software enables item management and category analysis with emphasis on managing the production process using “real time” alerts. FMM also provides accurate cost of goods sold, sales profitability analysis, gross profit and net profit by item.

ActionManager (“AM”) is a suite of operations management applications that replace costly paper-based, manual processes with systems that substantially reduce overhead, non-productive labor costs and excess headcount in the corporate office. AM provides an automated method for retail managers to plan, schedule and administer virtually every time-consuming task at the store-level. ActionManager targets the same markets as Fresh Market as well as specialty and general merchandise retailers.



Fresh Market Manager (FMM) is a fully integrated, end-to-end management system for perishable, non-perishable and food service departments including: bakery, deli, produce, meat, seafood, dairy, floral and frozen foods. FMM provides category analysis and precise item management, in-store forecasting and production planning, computer-aided ordering, perpetual on hand inventory, and real time alerts. The product delivers the knowledge of the "best manager" to every store. It has these benefits and more:

- **Item Level Category Management**
- **Reduce Out-of-Stocks**
- **Decrease Shrink**
- **Improve Sales**
- **Manages SKU based Inventory**
- **Provides Computer Aided Ordering**
- **Delivers Real-time Alerts**



Critical to the success of any technology application is not only functionality, but also usability - especially at the department level. FMM application training at the store level takes no more than 20 minutes per individual. This helps to ensure operating compliance. Park City Group solutions are designed for usability, simplified training and deliver a Pattern of Management concept that was developed and used with great success at Mrs. Fields Cookies. As part of Park City Group's FMM implementation, training of the management team on how to most effectively use the tools is paramount to achieve a true top to bottom use of the solution.



ActionManager software solutions address a number of different business operations activities and are rules-based, easily tailored and event-driven solutions. Each ActionManager solution incorporates Park City Group's core ActionBoard, the dashboard for managers to easily monitor the on-going activities of the business. This feature allows the customer to embed the "best practices" of the organization into the hands of all managers. Functioning like an aircraft's auto pilot system, ActionBoard automates tactical, routine tasks; alerts managers to issues that require immediate attention; and gives advice on actions to be taken.

With ActionManager, routine processes become automated and less time-consuming, allowing store managers to focus on people, rather than paper and processes.

The ActionManager solutions address three critical areas:

Labor Management

Park City Group's Labor Management solution is much more than just a scheduler. This seamlessly integrated scheduling, forecasting and time-measurement solution provides advanced capabilities that link critical business functions together for complete labor management. The result is a comprehensive solution to maximize efficiency and productivity throughout the organization delivers optimized, rules-based labor schedules, automates employee attendance data collection and processing, and provides business projections based on current and historic trends.

Labor Management Solutions

- Scheduler
- TimeMeter
- Forecaster

Information/Workflow Management

Park City Group's Information/Workflow Management solution delivers operating results analysis based on exceptions and automates capture, balancing, and immediate transmission of sales data.

Workflow/Information Solutions

- ActionMail
- ActionForm
- Action Gatekeeper
- Internet Mail Gateway
- ReadyReference
- ScoreTracker

Human Resource Management

Park City Group's Human Resource Management solution automates the costly employment process. HR Manager's Workbench provides managers with tools to decrease turnover, save time and money, increase productivity, improve customer service and protect the company from litigation.

Automating Human Resource Activities

- SmartHire
- CheckUp
- InteractiveTutor
- HR Action

FOR MORE INFORMATION about Park City Group's innovative product offerings please contact us at 1-800-772-4556 or visit our website at: www.parkcitygroup.com

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