For Release

Sirius Solutions Help Retail Clients See Increased Online Sales and Efficiency

Sirius and IBM® Technologies Increase Overall Business Performance

SAN ANTONIO, TX -- 21 March 2012 – As more retail clients face the pressure of staying ahead of the latest consumer trends to identify new market opportunities while increasing business efficiency, many are turning to Sirius and IBM to address these key business challenges. As part of today's news, Sirius Computer Solutions, Inc., a national IT solutions integrator, announced that three of its retail clients are seeing significant performance improvements by delivering increased online sales and efficiency.

According to a recent IBM survey, retailers today need to listen to their customers to gain insight, and adjust their marketing messages based on what they are capturing online. Retailers must now deploy an evolved strategy for redefining the customer experience to deepen the brand relationship, and create brand advocates who will promote the retailer to others. At the same time, retailers must improve operational efficiency in order to protect profitability and enhance agility.

Performance Bike increases its online sales
Started out of a basement in Chapel Hill, NC, Performance Bike has grown to become the nation's leading bicycle retailer, with an international catalog business and brick-and-mortar stores in 16 states. With Sirius solutions built on IBM software technologies, Performance Bike achieved record online sales growth in 2011 and 2010. In fact, the company's Web site, performancebike.com currently holds a leadership position in the retail industry.

"Performancebike.com, powered by IBM technology, is a critical part of our multichannel retail strategy," said Jim Thompson, Performance Bike CEO. "Our customers have told us they want the added convenience of many more ways to shop, and we are committed to make every sales channel—store, website and catalog —deliver a consistent experience based on our high standards for customer service."

National crafts and hobby retailer Michaels Stores increases efficiency and overall business performance
Michaels Stores, Inc., North America's largest specialty retailer for the hobbyist and do-it-yourself home decorator, is seeing a significant return on investment using IBM technologies to secure its IT environment and automate processes.

"[Sirius has a] great understanding of the product, attention to detail, and most importantly focus on customer satisfaction. It's the post-sales implementation and support of IBM Tivoli® products that enables customers to really obtain the desired value as well as the ROI from their investments. This in turn leads to more business for everyone," says Larry Pritchett, Manager of Enterprise Architecture for Michaels Stores. "I could not deliver key projects without help from my partner, Sirius. The Tivoli products implemented have impacted all 50,000 of our employees."

Paragon Sports anticipates the new demands of the empowered consumer
Paragon Sports, a sports specialty retailer with a single storefront and 30,000 items sold online for men, women and kids, sees the collaboration with Sirius and IBM as a tremendous asset for helping to build the retailer's brand awareness among an ever more empowered consumer. Sirius has been involved in every aspect of the site, from navigation to seeing which items are being viewed most often, to knowing which items are purchased most.

IBM recognizes Sirius' momentum in addressing clients' business needs
As a result of the collaboration with IBM, Sirius has been able to reach new markets and has tripled its software business in a three-year period. This investment, in turn, has helped retail clients such as Performance Bike, Michaels Stores and Paragon Sports dramatically increase overall business performance while delivering an enhanced shopping experience for consumers.

Recently, IBM recognized Sirius with the following awards:

2012 IBM Software Leadership Award: Recognizes Sirius' proven ability to help clients in different industries address business challenges that can be solved by IBM software solutions. Sirius is one of only four IBM Business Partners worldwide to receive the IBM Software Leadership Award in 2012.

2012 Tivoli ISM Summit Cup: At the IBM Pulse 2012 conference, Sirius was named the winner of the Tivoli ISM Summit Cup, the highest achievement for an IBM Business Partner in the area of Tivoli sales. IBM's

requirements included showcasing skills across multiple Tivoli product families such as security and automation, and successful client implementations that are validated by the clients directly.

2012 IBM Beacon Award: At the IBM PartnerWorld® Leadership Conference, Sirius was named the recipient of the inaugural [IBM Beacon Laureate Award for Technical Excellence](#) in 2012. The IBM Beacon Awards recognize IBM partners who raise the standard for delivering innovative solutions and exemplary client satisfaction.

2012 IBM Beacon Award Finalist, Best Industry Solution for Retail: IBM recognized Sirius for bringing to market an innovative industry solution that delivers key value propositions of "Smart Retail" and industry frameworks to retail clients. The Sirius eCommerce for Retail solution leverages IBM WebSphere® Commerce, Coremetrics®, IBM SOA technologies and mobile storefronts to provide an expandable commerce environment, and gives clients increased revenues and profits with decreased costs. It helps clients offer a consistent and world-class experience regardless of the channel—Web site, call center or mobile device—and enabled Sirius to be one of the first partners to attain the IBM Smarter Commerce™ authorization.

"These awards underscore the fact that Sirius has successfully changed our business so that we can deliver greater value to our clients," said [Darrin Nelson, Vice President of Software Sales at Sirius](#). "We have invested heavily in our software solutions competencies to rapidly expand our portfolio, and offer our clients transformative solutions across the entire IBM Software portfolio. These investments in both technology and industry-specific software solutions have yielded tremendous dividends for Sirius while expanding our relationships with our clients."

About Sirius: Sirius is a national IT systems integrator and software solution provider dedicated to helping clients implement advanced technology and industry-specific solutions that provide a competitive advantage and a positive return on investment. For more information about Sirius, visit www.siriuscom.com.

Contact Information: Susan Griffin, Director, Corporate Communications, Sirius Computer Solutions
Phone: 503-597-6610; E-mail: susan.griffin@siriuscom.com

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