HICKORY POINT AUTOMATES TALENT MANAGEMENT PROCESSES WITH PEOPLEMATTER
Platform Streamlines HR For Local Convenience Stores

CHARLESTON, S.C – APRIL 11, 2012 – PeopleMatter – the fastest growing provider of talent management software for the hourly workforce, and Hickory Point Convenience Stores – a growing South Carolina C-Store chain, today announced a partnership for PeopleMatter solutions. Hickory Point is implementing PeopleMatter HIRE™, PeopleMatter LEARN™ and PeopleMatter SCHEDULE™ in all 46 locations. The company is moving from paper-based hiring processes and a point solution for scheduling software to PeopleMatter's integrated, cloud-based software. The transition will provide managers and employees with a more centralized HR platform and robust suite of automated tools.

"We are a community-focused company that relies on our regular customers," stated Mike Link, Hickory Point vice president of Human Resources. "This partnership will simplify our ability to expand while still developing great employees that are the right fit for Hickory Point and the communities we serve."

Hickory Point was recognized statewide as the 2010 SCACS Retailer of the Year at the South Carolina Association of Convenience Stores (SCACS) annual convention. The company is set apart in the convenience store industry with its emphasis on providing a culture that encourages employees to view working at Hickory Point as a career rather than just a job. The focus Hickory Point places on excellent service and community engagement fuels its success.

By implementing the PeopleMatter Platform, Hickory Point continues to offer its employees and customers an unparalleled experience. The PeopleMatter modules help managers with:

- Web-based applicant pre-screening, background checks, I-9 verification and tax credit processing.
- Optimized interview time for managers through online applicant review and sorting capabilities.
- Customizable course assignments and social tools, which target training needs and track progress online.
- Simple, time-efficient schedule building, control and forecasting abilities, with Internet and mobile access.
- 24/7 paperless data input, from the first application to onboarding, training and scheduling.

"The PeopleMatter platform is designed to serve the HR needs of companies like Hickory Point," said Nate DaPore, PeopleMatter president and chief executive officer. "As a fellow South Carolina-based Company we look forward to being a part of Hickory Point's future growth and development."

About Hickory Point
Hickory Point has 450 employees and is headquartered in Belton, S.C. The company strives to set itself apart in cleanliness, friendliness and exceptional service. The company works to provide a store environment that nurtures its employees' careers and the local communities. Hickory Point can be found on Facebook at www.facebook.com/get2thepoint.

About PeopleMatter
PeopleMatter provides the only integrated talent management solution specifically built to serve hourly workforces in the service industry. Our easy-to-use online platform helps hire, develop, schedule and engage dependable talent. At PeopleMatter, we strive to change the way the hourly workforce works by delivering tools that catalyze the innate human drive to make a difference — because happy, engaged managers and employees lead to exemplary customer service. PeopleMatter is headquartered in Charleston, S.C., and on the Web at www.peoplematter.com.

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