

## **PRESS RELEASE**

### **Data Age Addresses Software Demand for Second Hand, Consignment, and Thrift Shops.**

**Largo, FL - December 19, 2008** – Data Age Business Systems, Inc. (Data Age), a leading provider of Financial Transaction Software Solutions, today announced the availability of its new **Buy/Sell Plus** software. The company's Buy/Sell Plus product provides Resale shops also known as Second-hand, Consignment, or Thrift shop businesses with a robust operational support system that introduces greater efficiencies to the everyday needs of employees and management. Data Age's Buy/Sell Plus software improves customer service, operational efficiencies and profitability.

The Resale industry has been showing a steady growth attributed to economic conditions, public Eco-awareness, Internet, diversification opportunities, specialization, and consumer interest in bargains. "We are witnessing new entrants into Resale as well as the creation of multi-store chain operations". According to Data Age's V.P. Sales & Marketing - Mr. Victor Guzman, "customers have requested that we address the need for a robust Buy/Sell Plus product. The product is built upon a solid Point-of-Sale and inventory management foundation that is actively in use with over 2000 companies".

Mr. Guzman goes on "Data Age's Buy/Sell Plus will provide Resale shops with an affordable means to automate their operations and ensure that proper checks and balances are in place. Another key aspect of Buy/Sell Plus is the ability to keep track of financial transactions, comply with law enforcement reporting, and monitor the Office of Foreign Asset Control "OFAC" Specially Designated Nationalist "SDN" list of terrorists, and money launderers. Demographic data is maintained and customer history can be utilized to help Resale operations to identify their best customers and continue to build on these relationships through loyalty programs and metrics-driven campaigns. Buy/Sell Plus has a General Ledger Import tool that transmits data to popular accounting applications."

### **About Data Age**

Data Age Business Systems has been in business for 20 years and is a leading provider of Financial Transaction Software Solutions designed to help businesses improve profitability, comply with regulatory environments, and to implement controls that facilitate decision making, diversification and growth. Data Age's focus is the retail financial services segment where it serves over 2000 customers. It provides software solutions to Pawnbrokers, Check Cashing, Payday Loan, Vehicle Equity Loan, Liquor Stores, and other Retail businesses. In addition, the company provides Credit Card Merchant Processing and off-site Data Storage services.

For further information, contact Corporate Communications at 727-582-9100 x103.

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