



S&H SOLUTIONS PARTNER, TIDYMAN'S LLC, HONORED AT 2005 GEMCON CONFERENCE

Creative Internet marketing and frequent shopper programs utilized by the grocery industry's top electronic marketers were honored for their ability to reach consumers at the 2005 Global Electronic Marketing Conference (GEMCON), held this October in Las Vegas, Nevada.

The annual GEM Awards recognize retailers, wholesalers, consumer product manufacturers, and electronic marketing vendors for the best electronic marketing programs. Award categories vary based on activity observed and entries submitted. This year awards were presented to the best Independent Retailer; best Wholesaler; best System & Program Vendor, and best Chain Retailer.

Among the awards, the 2005 winner of the Independent Retailer GEM Award was Tidyman's LLC, based in Spokane, Washington. Tidyman's is an employee-owned supermarket retailer with 12 stores in Montana, Northern Idaho and Eastern Washington, and is a valued partner with S&H Solutions. This year Tidyman's and S&H Solutions were recognized for their greenpoints-based card program, known as "Crazy Prices".

Alex Plummer, VP Sales & Marketing, Tidyman's, along with Andy Ruff, Director National Accounts, S&H Solutions, were recognized for the development of the highly successful "Crazy Prices" program. Crazy Prices is an aggressive way to use a point-based card program that allows a retailer to sell key high household penetration items for less than the marketplace cost leader without negatively impacting their current store margins.

According to Brian Woolf, President, the Retail Strategy Center, the program gives companies who compete against Big Box discounters an opportunity to successfully **neutralize or minimize its price gap perception**. Crazy Pricing, which Brian calls "Access Pricing," provides rewards based upon their customer's spending, with a skewed bias in favor of regular customers as opposed to the convenience shoppers. This is done by giving disproportionate value to the heavier spenders.

"Tidyman's is an excellent example of how S&H Solutions' experience and proprietary technologies help take our partners to the next level of consumer behavior understanding. We appreciate the hard work and tremendous application of technology by each of our partners with the support of our retail account team and look forward to continuing advancement," said Kimberly Mernovage, VP Marketing, S&H Solutions.

About S&H Solutions

S&H Solutions is one of the country's leading customer-based retail solutions providers. The company offers a comprehensive range of powerful and adaptable loyalty marketing proprietary technology and services. S&H, Green Stamps, S&H greenpoints and greenpoints are registered service marks and S&H Solutions is a service mark of The Sperry and Hutchinson Company, Inc. Additional information is available at <http://www.shsolutions.com>.

About S&H Greenpoints (R)

S&H Greenpoints(R) is the digital reinvention of S&H Green Stamps. S&H's digital greenpoints currency offers all the benefits of stamps -- without the licking and sticking. Greenpoints can be redeemed for any of hundreds of catalog items, or for free or discounted food items in store. Additional information is available at <http://www.greenpoints.com> .

About Tidyman's LLC

Tidyman's is an Inland Northwest progressive, employee-owned supermarket retailer with 12 stores in Montana, Northern Idaho and Eastern Washington. For more information, including weekly specials, Crazy Price details, and store locations, please visit www.mytidymans.com.

###