

FOR IMMEDIATE RELEASE

## PANASONIC STINGRAY™ POS WORKSTATION APPROVED FOR USE IN DQ® STORES

*System Solution Endorsed by Dairy Queen Operators' Association*

Secaucus, NJ (July 23, 2010) – Panasonic today announced that its Stingray POS workstation has been approved for use throughout the DQ (Dairy Queen) system. The final approval for the Panasonic solution, which also includes XPIENT's software suite, was received from ADQ (American Dairy Queen) Corporation and was further endorsed by the DQOA (Dairy Queen Operators' Association).

"We are very pleased to have the support of ADQ and the DQOA for this solution," said Sam Miyakodani, Group Manager of Panasonic System Networks Company. "These approvals, along with the positive feedback from existing users, strengthen our position as a leading developer of POS solutions that can offer a lower cost of ownership and help franchisees improve efficiencies."

The system solution was designed, and approval process managed, by Retail Data Systems (RDS) of Minnesota, a Panasonic channel partner. The current approval is set to launch on July 1, 2010 for any store that is replacing its existing POS workstations, as well as stores with older contracts that do not restrict the POS system.

According to Mark Schneider of RDS, the Panasonic Stingray workstation meets the standards and specifications set out by ADQ as well as offering additional features and functionality. "Stingray delivers reliable POS functionality at an affordable price," said Mr. Schneider. "Its versatile modular construction and field serviceability were also key contributors."

Stingray's unique modular design allows convenient, cost-effective customization to meet specific application needs. Upgrade RAM, swap hard drives, remove/replace LCD display or add a rear facing customer display with no need for a technician.

XPIENT Solutions offers a full complement of integrated technologies including Point-of-Sale, Back Office and Enterprise Management. From applications that help efficiently take orders and improve kitchen throughput to labor management, production prep, inventory control, customer loyalty, speed of service, surveillance enhancement and data management tools, XPIENT's solution suite allows the restaurant operator to better and more easily manage every aspect of their restaurant operation.

"The Panasonic name is synonymous with quality and feature-rich functionality," said Josh Schmiegel, DQOA. "It's a consistent theme and one we are pleased to bring to the DQ Operators' Association."

**For more information, contact Panasonic by calling toll free 1-877-PANAPOS (1-877-726-2767) or visiting [www.panasonic.com/pos](http://www.panasonic.com/pos).**

### **About RDS**

RDS is considered the largest independent distributor of POS systems in the US with offices in 14 states, over 325 employees and partnerships with other servicing POS distributors in all 50

states. RDS sells, services and supports POS systems to many vertical markets, including QSR. Our customer base includes many of the fastest growing QSR concepts in North America. [www.rdspos.com](http://www.rdspos.com)

#### **About DQOA**

The Dairy Queen Operators' Association is a voluntary membership association of dues paying Dairy Queen franchisees in the United States. The DQOA promotes the interests of its members, implements collective programs that benefit its members and promotes good will among its members as an aid to developing methods of providing better products and services to customers. As a national association, the DQOA provides a collective voice for franchisee concerns, advocates on the Dairy Queen Store owners behalf and represents the franchisees in connection with the sourcing of approved food products and supplies from alternative suppliers at the lowest prices possible.

#### **About Panasonic System Networks Company of America**

Based in Secaucus, NJ, Panasonic System Networks Company of America is a unit of Panasonic Corporation of North America, the principal North American subsidiary of Panasonic Corporation (NYSE: [PC](#)). A comprehensive business-to-business solutions provider, the company develops and delivers reliable, affordable, and flexible solutions for communication, collaboration, security and productivity. The complete suite of solutions addresses home and business communications, security and surveillance systems, retail information systems, office productivity solutions, and high definition visual conferencing, keeping Panasonic customers connected informed, accessible and secure. Information is available at [www.panasonic.com/psna](http://www.panasonic.com/psna). Additional company information for journalists is available at [www.panasonic.com/pressroom](http://www.panasonic.com/pressroom).

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