

FOR IMMEDIATE RELEASE

New Pan-Oston Program Helps Distributors Improve Estimate and Order Efficiency

Exclusive software saves hours of time developing C-Flex customer estimates and orders

Bowling Green, KY - June 25, 2009 Pan-Oston announced today the release of its newest sales tool for its distributor customers. This web-based C-Flex Order Configurator™ is designed to help Distributor Sales Professionals take off and configure the exact C-Flex counter system for their customers' convenience store, accurately price it and when approved, automatically transmit the order to Pan-Oston.

The easy-to-use interactive and proprietary tool gives distributor partners and their sales teams the ability to “build up” the style, functions, size, color, features, material selections and price of a C-Flex counter system at “web speed”. The C-Flex Order Configurator™ also improves the profitability of distributor partners by reducing estimate and order processing time and errors.

“Our goal with the C-Flex Order Configurator™ is to provide our customers and business partners with industry-leading tools and technologies that will streamline their sales processes and help them be more successful. This proprietary web-based program provides real-time product and pricing information and significantly reduces non value-added tasks and manual steps from the estimate and order cycle,” said Jim Vance, President of Pan-Oston.

Pan-Oston's C-Flex Order Configurator™ has many useful features including the following:

- Security processes that require password specific access features
- Interactive C-Flex catalog search feature
- Estimate and order history database file storage
- Real time quoting, estimating and order placement
- Checks and balances to ensure that product combinations or packages are configured

“Now with the C-Flex Order Configurator™, we can quickly and accurately build-up the exact counter system for our customers,” said Kymme Merrick, Vice President of Sales, C-Store Specialists. “The software calculates all the component numbers, our cost and the selling price then in seconds formats an estimate document that we email or send to our customers.”

Pan-Oston, a majority owned subsidiary of Houchens Industries, Inc., one of the largest employee owned (“ESOP”) companies in the United States, has been an industry leader in the design and manufacture of retail checkout products as well as a broad range of retail fixtures and fittings for over 40 years. www.panoston.com

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