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Prodco International Announces its Membership in the Microsoft Certified Partner Program

Prodco to offer a fully integrated enterprise solution with the latest in Microsoft-based technologies

Montréal, September 26, 2005 -- Prodco International Inc. today announced it is a new member in the Microsoft Certified Partner Program. Prodco is a specialist in the design, manufacture and delivery of integrated enterprise systems in the retail traffic counting sector. Membership in the Microsoft Certified Partner Program will provide Prodco with resources to help develop and deploy flexible Microsoft-based solutions. The research and development team will continue to enhance and expand the retail expert software offerings that improve customer ability to leverage traffic counting systems for competitive advantage and reduce the costs of implementation and integration.

"This is a very rewarding moment for us" says Amedeo Romanelli, President and COO. "As a member of the program, we will be able to continue to offer our customers the most advanced technologies and products that are even more easily integrated into their business and technical infrastructure. The resources of the program and use of the latest Microsoft-based technologies, combined with our retail traffic counting expertise, will mean our customers can expect an end-to-end system that will grow and expand along with their organization."

The Microsoft Certified Partner Program allows Prodco to utilize the Microsoft Certified Partner logo, which is an easy way for customers to recognize Prodco

International Inc. as a Microsoft Certified Partner. Microsoft offers a variety of resources to program members, including training, technical support, early access to Microsoft software and peer-networking opportunities that allow a variety of technology partners to come together and provide end-to-end customer solutions.

“When customers are looking to implement a Microsoft-based technology solution for their business, their best bet is to turn to a Microsoft Certified Partner,” said Lora Gernon, Director of Partner Sales and Marketing, Microsoft Canada Co. “Microsoft provides its Certified Partners with in-depth access to existing and emerging Microsoft-based technologies and related training and resources to help ensure that they have the technical intimacy needed to deliver quality solutions. Today, Microsoft welcomes Prodco as a new Microsoft Certified Partner.”

Prodco will be offering the retail community an opportunity to see the next generation of traffic counting technology at NRF 95th Annual Convention and Expo in January 2006.

Prodco International Inc. is an established organization specializing in retail traffic counting hardware and software. With a successful track record dating back to 1995, and over 17,000 installations in 15 countries, Prodco International has become an industry leader. Prodco offers a strong combination of advanced technology, retail expertise and a dedication to customer needs with the key products of the RTC™ series of Traffic Counters and Prostore™ reporting suite for an integrated enterprise solution. For more information, please visit

www.prodcotech.com

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