

News Release

FOR IMMEDIATE RELEASE

Orchid Advisors and Epicor Partner to Transform Firearms Business Performance with Innovative Technology

Strategic Partnership to Help Businesses Gain Critical Insight to Improve Firearm Inventory Visibility, Sales and Compliance across the Industry

AUSTIN, Texas, May 12, 2015 -- Epicor Software Corporation, a global leader in [business software solutions](#) for manufacturing, distribution, retail and services organizations, today announced a strategic partnership with [Orchid Advisors™](#) -- the only management consultancy that drives operational effectiveness, profitability and regulatory compliance in the firearms industry -- to deliver best-in-class technology and services to the firearms industry.

To support developing firearms market needs, Orchid Advisors and Epicor have aligned with the goal to deliver innovative technology to support regulatory objectives and drive new levels of business performance for Federal Firearms Licensees (FFLs). FFLs working in concert with Epicor and Orchid Advisors stand to gain essential business management tools and analytics to improve operational efficiency, and inventory and demand management, supporting aggressive organizational growth and profitability goals.

“The firearms industry is a unique niche and we are fortunate to be a lead management consulting firm in this space,” said Jon Rydberg, CEO of Orchid Advisors. “The dynamic nature of this market indicates the need for advanced technology. Epicor is a leader in technology and will be an excellent resource for small to large firearm dealers, distributors and manufacturers. We are happy to partner with Epicor to fulfill this vital business need.”

“We are pleased to announce this alliance between Epicor and Orchid Advisors,” said Doug Smith, director of product management and marketing for Epicor. “Together, our goal is to drive enhanced business and compliance performance across the firearms supply chain with increased serial number visibility and control, point of sale activity and operations leadership. We plan to extend our product and services offerings to the firearms industry and to ultimately help these businesses succeed and grow.”

About Orchid Advisors

Orchid Advisors is a strategic management consultancy focused on transforming operations, technology and compliance in selected industries. Our current focus is the Firearms Industry where Orchid serves firearm dealers, distributors and the largest manufacturers in the U.S. Orchid clients hire the firm to achieve their business performance and compliance goals, enabled by operations, technology and culture. Orchid Advisors bring the depth and breadth of Big Four consulting with the

innovation, thought leadership, and economies of a boutique analyst firm. For more information, visit www.orchidadvisors.com. Orchid Advisors is endorsed by the National Shooting Sports Foundation (NSSF).

About Epicor Software Corporation

Epicor Software Corporation is a global leader delivering inspired business software solutions to the manufacturing, distribution, retail and services industries. With over 40 years of experience serving small, midmarket and larger enterprises, Epicor has more than 20,000 customers in over 150 countries. Epicor enterprise resource planning (ERP), retail management software, supply chain management (SCM), and human capital management (HCM) enable companies to drive increased efficiency and improve profitability. With a history of innovation, industry expertise and passion for excellence, Epicor provides the single point of accountability that local, regional and global businesses demand. The Company's headquarters are located in Austin, Texas, with offices and affiliates worldwide. For more information, visit www.epicor.com.

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