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Flash Foods Utilizes Solutions from Precidia and BellSouth to Bring ATMs Online

Precidia's EtherDial product connects Flash Foods ATMs to corporate WAN for greater operational efficiencies.

Ottawa, Canada, May 17, 2004 – Precidia Technologies, the leader in IP enabling technologies, today announced that it has deployed its unique EtherDial product across the Flash Foods chain of 163 stores, connecting Automatic Teller Machines (ATMs) to the company's wide area network (WAN).

BellSouth provides the network transport and equipment for Flash Foods' extensive Frame Relay network, creating a WAN environment that allows ongoing data communication between the convenience stores and the company headquarters location in Waycross, Ga. As part of its solution for Flash Foods, BellSouth worked closely with Precidia to meet the specific networking needs of integrating the company's ATM network.

Between July and December 2003, Flash Foods, Georgia and North Florida's premier convenience store, rolled out the EtherDial as part of its corporate strategy to IP enable its stores. Like many in the industry, Flash Foods is looking to technology to increase profitability through the cost and operational efficiencies made possible by networking.

"Using the EtherDial, we were able to connect older, legacy ATMs directly to our company WAN and eliminate the costs associated with dedicated dial lines," explains Jenny Bullard, CIO of Flash Foods.

A key factor in selecting the EtherDial is its simple, plug-and-play capability. Ken Wade, director of Store Automation for Flash Foods reports, "We were attracted to the Precidia product because we can quickly configure the device and interface to the ATM. Furthermore, its low-maintenance makes it a no-worry option." These features make it an ideal choice for remote device networking.

"Retail organizations like Flash Foods have very unique networking needs and, as with all of its enterprise customers, BellSouth is committed to design custom solutions to address those needs in the most effective way," said Joan Kratz, vice president of Marketing for BellSouth Business. "The ability to address the market with outside vendors with specific industry knowledge strengthens BellSouth's ability to provide a total solution for its customers."

Today, everyone wants the benefits of IP. However, the expense of buying IP ready equipment, compounded by additional implementation and training requirements can discourage merchants, particularly when existing terminals and ATMs are still reliable," notes Deepak Wanner, president of

Precidia Technologies. Precidia brings IP capability to serial equipment, enabling merchants to maximize existing investments while enjoying the advantages of IP connectivity.

About Flash Foods

Flash Foods is a 163 convenience store chain located throughout Georgia and Northeast Florida. Flash Foods is a member of The Jones Company family of corporations. One member, Fuel South, supplies the petroleum to the c-stores. Another, Distribution South, provides a large portion of the items sold inside the stores. The Jones Company also provides the maintenance, development support, as well as environmental compliance.

More information about Flash Foods is available at www.flashfoods.com.

About BellSouth

BellSouth Corporation is a Fortune 100 communications company headquartered in Atlanta, Georgia and a parent company of Cingular Wireless, the nation's second largest wireless voice and data provider.

Backed by award winning customer service, BellSouth offers the most comprehensive and innovative package of voice and data services available in the market. Through BellSouth AnswersSM, residential and small business customers can bundle their local and long distance service with dial up and high speed DSL Internet access, satellite television and Cingular[®] Wireless service. For businesses, BellSouth provides secure, reliable local and long distance voice and data networking solutions. BellSouth also offers online and directory advertising through BellSouth[®] RealPages.comSM and The Real Yellow Pages[®].

More information about BellSouth can be found at www.bellsouth.com.

About Precidia Technologies

Precidia Technologies Inc. is a global leader in the design and manufacture of IP access devices for a wide range of industries, including retail payments and building automation. With customers in over 70 countries, Precidia's unique product line of wired and wireless access devices seamlessly migrate stand-alone serial equipment onto more sophisticated IP networks.

For more information, visit Precidia on the web at www.precidia.com.

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