

BIG HAIRY DOG



May, 2009

BIG HAIRY DOG NEWSLETTER

"Breaking Every Rule to Take Care of Our Customers"

Retail Pro emerges from Bankruptcy!

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Recently BHD received a memo from Retail Pro Incorporated concerning their bankruptcy proceedings. Since my last communiqué in this newsletter I've spoken to literally hundreds of BHD customers about the bankruptcy and its affect on BHD, Retail Pro and its developmental future. As previously written, Retail Pro Inc. accepted an offer from fund managers, Eugene and David Grin. In the past, the brothers have provided equity to Retail Pro, Inc. They see obvious value in the continuation of Retail Pro development and look forward to assisting Retail Pro, Inc. in future endeavors. The following memo hopefully clears the way for a lucid understanding of current events.



"I am pleased to report that on April 23, 2009 the United States Bankruptcy Court for the District of Delaware (the "Bankruptcy Court") approved the sale of substantially all of the assets of Retail Pro, Inc., and its affiliates, to their primary secured creditors Valens, Laurus Master Fund (In Liquidation) and its affiliates and Midsummer Investments, Ltd. (collectively, the "Buyer"). The terms of the sale are set forth in the Asset Purchase Agreement and amendment thereto that are attached to the order approving the sale. Approval from the Bankruptcy Court paves the way for the consummation of the transaction, which we expect to occur on or about May 15th, 2009. We appreciate the continued support of our Business Partners and customers during this difficult period and look forward to a successful long term and profitable relationship as we continue to build the Retail Pro brand on a global basis."

Donald Radcliffe, CEO
Retail Pro, Incorporated

BHD Squashes Attacks from Competitors

It's not uncommon for competitors to resort to despicable tactics in order to compete against Big Hairy Dog. Thanks to an international family of fiercely loyal customers, attempts at discrediting Big Hairy Dog are quickly discovered and reported to BHD Corporate.

The most recent example comes from CCS Retail Systems in Seattle, WA., who claimed on their website homepage. "Amid charges of Fraud and a 5 Million Dollar deficit, Retail Pro, (aka Big Hairy Dog) et all (sic), declared Chapter 11 bankruptcy.

Apparently the not-too-bright staff at CCS shot

themselves in the foot in grand fashion by accusing BHD of 1) misleading the public that BHD is the development company of Retail Pro. 2) accusing BHD of fraud 3) misleading the public regarding BHD's financial stability and 4) BHD is in Chapter 11 bankruptcy.

When confronted with the information BHD's president Mick Malaney thanked the customer(s) who found the information. "Obviously, libelous comments such as these can injure BHD's hard-won reputation as well as prevent BHD from earning income." Malaney went on to question the validity of a company which would resort to such extremes. "As a consumer when I discover a lie has been exposed I discredit the products and services represented by that company."

DID YOU KNOW...

**Big Hairy Dog is OPEN
363 DAYS A YEAR!**

Thanksgiving and Christmas are the only 2 days we close our doors. Every other day of the year when you call BHD, a PERSON, not a machine, will answer the phone.

**Mon-Fri: 6am to 6pm PST
Sat-Sun: 9am to 2pm PST
HOLIDAYS: 8am to 5pm PST**

That is service you can't beat!

SHARE YOUR GOOD NEWS!

The news comes at us everywhere we turn, whether we want to hear it or not. From the radio, TV and Internet, we hear countless stories about life today, and rarely is it positive and uplifting.

BHD believes there is a LOT of Good News out there, and when we have good news, we should share it. We hope you will participate in our effort to get the positive energy circulating among us.

There are many retailers who are opening new stores, expanding their product lines, and experiencing an increase in sales. We can all find a Good News story about some aspect of our business, and we want to hear yours. The next time you speak to our sales or service staff, share some Good News, and we'll post it on our BLOG.

The Good News BLOG can be accessed from the BHD Homepage; just click on the link at the top of the page: www.bighairydog.com. We want to hear from you!

Call us at 800-377-7776 or email at: service@bighairydog.com

Clean House Warning for Customers using ECI

STATED SIMPLY, DO NOT CLEAN HOUSE ON ITEMS THAT ARE STILL ACTIVE ON THE WEB.

When you add an item in ECI it picks a LINK ITEM. You can see this link item by looking that the style view and add ITEM SID. It will display an Item sid of just one item of the entire style; this is the LINK ITEM.

The client used automark and the link item fit the criteria, no active documents in RPRO and a 0 OH QTY. so it cleaned house on that item.

If you clean house on the link item it will remove the style from the catalog, as we have all seen with ECI sometimes things don't remove themselves properly from the catalog or the web.

A customer cleaned house 2 weeks ago and the items were still on the web until she called and said items were not deleting. We Ran the 'Purge Deleted Items' button and it worked properly and removed them from the catalog and removed it from the web on the next polling.

3rd in Series

RETAIL PRO CAN HELP MAKE YOUR BUSINESS PROFITABLE 'Set up Planned Markdowns for a Sale'

Retail Pro offers an abundance of features that can help you make better business decisions. Never again will you need to rely on guesswork; Retail Pro is based on precise inventory management and exact cost and profit margins.

It's vital to your business to know when and how to schedule planned Markdowns on specific merchandise.

May's **Feature of the Month** will document each step in creating a planned Markdown of merchandise for a scheduled sale.

The **Feature of the Month** can be found in your May statement packet, as well as on the BHD website at:

<http://www.bighairydog.com/FEATURES.HTM>

Additionally, we invite you to view the corresponding video on this topic in the BHD self-training video library. This video is titled "How to Create Planned Markdowns" and can be located at:

<http://www.bighairydog.com/video>

If you have any questions or would like additional information on this topic, please do not hesitate to call one of our BHD Techs or Trainers at 916-368-1070.

Brief History of Retail Pro Software 2nd in a 2-Part Series

Big Hairy Dog founders, Mick and Sandy Malaney, opened shop on February 1, 1993. At the invitation of Retail Pro founder Michael Mauerer, the Malaneys set about contacting their former customers which were receiving support at the time from Mauerer and transferring their accounts to BHD.

The Malaneys' background was in sales. "Like our customers, our experience in software support consisted of threatening help desks," said Sandy Malaney. Within weeks of starting Big Hairy Dog, the Malaneys decided to take their fledgling company into a new direction.

Unlike their competitors who invested heavily in marketing products the Malaneys set about building a better-quality support company. Today BHD provides support to 3,000 retail locations world wide.

By 2000, the Retail Pro reseller network had become the leading Point of Sale network, with Retail Pro resellers selling and servicing Retail Pro worldwide. Written in eighteen different languages, in over 35,000 stores, and in 73 Countries worldwide, Retail Pro continues to be the dominate brand for Point of Sale software.

BHD FUND RAISER HOPE PRODUCTION FOUNDATION

BHD's annual Fund-raiser this year will be in support of the Hope Foundation's Walk 'N Rock for Kids. We will be offering raffle tickets for \$10.00 each, with prizes of:



HERES HOW YOU CAN DONATE!

Send a check made out to 'Walk 'N Rock for Kids' and mail it to:
Big Hairy Dog,
3205 Ramos Circle,
Sacramento, CA 95827.

Your tickets will be mailed to you.

If you prefer, you may donate online with a credit card. Simply go to the BHD website at: <http://www.bighairydog.com> and click on the link at the top of the page "Please click to Donate to Hope Productions" where you will be able to donate online.

We are expecting a huge success this year, and hope you will get in on the excitement. Join us in raising money for these great charities.

PCI Compliancy-Retailers Beware!

The Payment Card Industry (PCI) and Data Security Standard (DSS) represents a common set of industry standards to help ensure the safe handling of personal cardholder information. PCI Compliance applies to all merchants and service providers who accept, capture, store, transmit or process credit and debit card data.

The penalties for a security breach could easily bankrupt a retailer, and BHD is doing all we can to protect our customers from this outcome. We are offering affordable, discounted solutions, as well as Webinars (May 27 and June 10) to help educate you on how this affects YOUR business. For questions, please refer to: <https://www.pcisecuritystandards.org>

WELCOME

NEW BHD CUSTOMERS!!

MISS DOTTIE'S

Offering gifts, jewelry and lady's apparel, Miss Dottie's carries many popular brands, and is located in a refurbished home in New England style architecture. Gray, Georgia

TOBY KEITH'S BAR & GRILL

A wildly popular Bar and Grill encompassing over 20,000 sq ft with an 85-foot guitar-shaped bar. Toby offers merchandise in the bar's retail store. Mesa, Arizona

CAMBRICK OF LOS GATOS

Cambrick of Los Gatos is a beautiful shop offering upscale Women's Apparel and accessories. It is located on the popular Santa Cruz Avenue in Los Gatos, CA.

EDGEWATER HOTEL NOBLE

This hotel, located in Seattle, WA. Gets nothing but rave reviews from it's customers. Offering both a city and waterfront views, it's a 'can't miss'!

USS HORNET MUSEUM

The USS Hornet Museum served in World War II and the Apollo 11 manned space mission. It is not peacefully moored at Alameda Point on San Francisco Bay.

MUIR WOODS NATIONAL

This is a popular and growing furniture store located in charming Mill Valley, CA.

Welcome to all our wonderful new clients. We will do our best to make your experience with BHD exceed your expectations.

- ◆ 10 FREE TECH HOURS. (\$1250.00 value !!) -OR-

- ◆ Award-Winning Chili Dinner for 8 Delivered to your Door!

We will be holding many fun activities to help raise money to reach our goal of \$10,000. As always, we encourage our customers, families and friends to participate and help achieve our goal for such a worthy cause.

Hope Foundation supports 7 local charities:

1. **Boys & Girls Clubs**
2. **River Cats Foundation**
3. **Count Appointed Special Advocates**
4. **WIND**
5. **Camp OKIZU**
6. **People Reaching Out**
7. **Keaton Raphael Memorial**

Money raised for **Walk 'N Rock For Kids** evenly divides total donations collected between all 7 charities.

This year the Walk will be held at:

Raley Field, West Sacramento, CA
Saturday, May 23rd.

MARK YOU CALENDAR!

There is no cost to register for the walk.

The BIG EVENT will take place later that night with a Rock Concert featuring JOURNEY.

www.bighairydog.com

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Founded in 1993, Big Hairy Dog is named after Molly, an English Sheep Dog belonging to BHD Founders, Mic and Sandy Malaney.

Molly was a wonderful pet who gave much to those in her life and inspired Mic and Sandy to name their business after her. She became a beloved part of the work environment.

Even though Molly is no longer with us, her influence lives on, as Big Hairy Dog continues to be a dog-friendly company, with 4-legged creatures inhabiting the workspace along with their human counterparts.



Molly

Techs on Tour—MAY Tour

May 1	Mill Valley, CA	Trainer
May 4-5	Seattle, WA	Trainer
May 7	Emeryville, CA	Trainer
May 12-14	Pinecrest, CA	Tech
May 13	Auburn, CA	Trainer
May 13	Auburn, CA	Tech
May 15	San Francisco, CA	Trainer
May 26	Alameda Point, CA	Trainer

Latest Hot Fixes

V 8.52 = 2/12/09
V 9 MP = 9.14.622.95

UPCOMING WEBINARS

Big Hairy Dog is offering Version 8 customers FREE online training. We hope you will take advantage of this great opportunity to receive ongoing re-fresher courses. View the upcoming monthly topics at: www.bighairydog.com/onlinetraining.htm.

To receive login info, call the BHD service staff at 800-377-7776

NOTE:

Please call 1-800-377-7776 with any Webinar Topics of interest to you.

BY REQUEST, IN 2009 BHD WILL CONDUCT SOME MORNING WEBINARS.

MAY WEBINARS:

May 6, 4-6pm PST
Physical Inventory

May 20, 8-10am PST
Maintenance Troubleshooting

May 27, 1-3pm PST
PCI COMPLIANCY

JUNE WEBINARS:

June 3, 4-6pm PST
System Administrator

June 10, 1-3pm PST
PCI COMPLIANCY

June 17, 4-6pm PST
Clean House and PO/SO Maintenance

JULY WEBINARS:

July 1, 8-10am PST
Marketing with Retail Pro

July 15, 4-6pm PST
ECI Merchandiser

July 29, 4-6pm PST
Inventory Creation

Big Hairy Dog has Techs and Trainers on the road servicing our customers throughout the country. To have a Tech or Trainer come to your company, it's as easy as calling:

800-377-7776.

If you schedule a visit when we are already in your area, you can save money by sharing the cost of traveling expenses.

BHD Techs are certified in Retail Pro software, and can answer all your questions, or will research to find the answer.

Our Trainers are the best in the industry at tailoring Retail Pro demonstrations to fit your individual needs.

Find out where Techs on Tour will be in the upcoming months, by checking the BHD website: bighairydog.com/techtour.htm

The Techs on Tour schedule is continually being updated, so check our website often to see if we are coming to your area.

Call today to schedule a tech or trainer to visit your company and increase the education of your staff.

SAVE \$\$ BY PURCHASING BHD USED HARDWARE!

Call today to see what we have in stock. 800-377-7776

QUESTIONS ON PCI COMPLIANCY?

Be sure to attend our PCI Compliancy Webinars.

Call Christina to sign up!

800-377-7776