Datasym POS Inc. Named
RSPA Certified Retail Technology Provider

Brantford, Ontario/Canada — December 12, 2011 - Datasym POS Inc., a leading edge point of sale company with over 25 years of experience, announced today that it has been named an RSPA Certified Retail Technology Provider again in 2012. According to RSPA's industry standards, Datasym POS Inc. received the certified technology provider status by demonstrating a commitment to excellence and an exceptional level of professionalism. As an RSPA Certified Retail Technology Provider, Datasym POS Inc. is recognized as ethical and fair and stands behind the products and services they sell and support.

The Retail Solutions Providers Association, the only association dedicated to the retail technology industry, launched its industry Certification Program on July 13, 2009. The Certification Program is a new way to identify professionals in the retail technology industry and was developed to set and maintain the bar of professionalism for retail technology vendors and resellers.

Certification offers assurances to the public, including those who use the products and professional services that they are working with a company that is a distinguished solution provider. Recently the National Restaurant Association released the '8 Essential Elements of Owning POS' which encourages end-users to work only with RSPA Certified solution providers. To learn more about RSPA's Certification program, visit GoRSPA.org/Certification.

"RSPA is very pleased to bring an industry association supported certification program to the Retail Technology marketplace," said Joe Finizio, RSPA President & CEO. "This program was developed to set and maintain the bar of professionalism for retail technology vendors and resellers. Datasym POS Inc. has proved it's worthy of this certification by demonstrating superior products and customer service."

"As a leading edge manufacturer in the retail industry, it is our goal to provide retailers with a checkout solution customized to fit their needs. We strive to address the needs of our retailers and their customers across a multitude of industries. We believe in the importance of a high security system to protect our retailers from potential threats and to protect their customers personal and credit information. With over 25 years of experience in the POS industry we understand the importance of the retail environment and provide quality solutions at an affordable price. We are honored to be RSPA Certified as the certification is the measuring stick of the industry standard. This certification helps our dealers and retailers have confidence in our ethics as a company and in the quality of our product", said Robert Field, President of Datasym POS Inc.

About RSPA (*www.Go*RSPA*.org*)
The Retail Solutions Providers Association (RSPA) is the only association dedicated to the retail technology industry. RSPA members include resellers, hardware manufacturers, software developers, consultants, finance companies, and distributors bringing retail technology products and/or services to the marketplace. The RSPA provides education, industry advocacy, standards, services and benefits to assist member companies in expanding their businesses.

Datasym POS Inc. is a leading edge Point of Sales company based in Brantford, ON, Canada with distribution facilities in Niagara Falls, NY, USA. Datasym develops hardware and software solutions for small to large companies across a multitude of industries.

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