

**Media Contact:**

Derek James  
McGrath/Power Public Relations  
408-727-0351  
[derekj@mcgrathpower.com](mailto:derekj@mcgrathpower.com)

**NOT FOR IMMEDIATE RELEASE**

**Retail Anywhere Adds U.are.U Biometrics From DigitalPersona  
to Flagship Point of Sale Solution**

*Selection Underscores DigitalPersona's Leadership in Fingerprint Biometrics for Retailers*

**REDWOOD CITY, CALIF., January 11, 2010** —DigitalPersona, Inc., a leader in fingerprint identity and authentication solutions, has extended its leadership in fingerprint biometrics solutions for retailers. Retail Anywhere, a leading developer of point-of-sale (POS) and retail management technologies with more than 30,000 installations in North America, has integrated U.are.U<sup>®</sup> fingerprint biometrics from DigitalPersona into their flagship software offering. The addition of U.are.U fingerprint biometrics to Retail Anywhere Point of Sale software helps retailers reduce payroll costs related to time and attendance fraud and fight unauthorized manager overrides.

"Retail Anywhere helps us manage a wide range of our operations including inventory control, POS transactions, and financial analysis and reporting," said Tony Siress President of Peek...Aren't You Curious, a children's apparel retailer founded in 2007. Bob Graham, CIO commented: "The addition of U.are.U fingerprint biometrics from DigitalPersona to our Retail Anywhere solution addresses the concerns that retailers like us face every day. It gives us the ability to manage system access and activities and provides us with the confidence that our POS system is secure."

Retail Anywhere has been providing POS software to retailers for more than 25 years. Managing all areas of a retail organization, Retail Anywhere's Point of Sale and Enterprise applications are designed to meet the unique needs of retailers from a variety of industries, including: apparel, gift, wine and spirits, franchised retail and resale and consignment. With more than 30,000 POS installations, Retail Anywhere helps retailers connect with customers, optimize operating efficiencies and increase sales across their retail channels.

"Retailers are standardizing on biometrics as a way of saving money and combating fraud." said Branden Jenkins, CEO of Retail Anywhere. "DigitalPersona U.are.U fingerprint biometrics software was a natural choice for us because of its strong track record in the industry. U.are.U fingerprint biometrics is already used in 90 percent of biometric POS terminals because they're easy to use and cost-effective to deploy."

“More than ever, retailers are looking for cost-effective ways to combat fraud and improve retail operations without depleting IT resources,” said Jim Fulton, vice president of marketing for DigitalPersona, Inc. “Because of this, retailers spanning a variety of specialty markets are adopting DigitalPersona fingerprint biometrics.”

### **About DigitalPersona**

DigitalPersona, Inc. is a leading provider of fingerprint biometrics for restaurant and retail POS solutions, enterprises and consumers. The company offers software and hardware that protects people and businesses by enabling them to control their digital identities. For end users, DigitalPersona provides strong identity protection that’s uniquely easy to use; the company’s business solutions help organizations address growing security, compliance and loss prevention demands. DigitalPersona’s award-winning technology has been used worldwide by over 95 million people, and its solutions are offered by market-leading manufacturers such as HP, Dell, IBM and NCR. For more information contact DigitalPersona, Inc. at +1 650.474.4000, or visit [www.digitalpersona.com](http://www.digitalpersona.com).

© 2010 DigitalPersona, Inc. All rights reserved. DigitalPersona and U.are.U are trademarks of DigitalPersona, Inc. registered in the United States and other countries. All other trademarks are the property of their respective owners.

###