



Press Release

For Immediate Release

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**FASTECH INTRODUCES WEB-BASED TOOL FOR RETAIL MERCHANDISING USING
MOBILE PHONES AND PDA'S**

*FastLink enables On Demand deployment of multi-featured surveys and best-of breed analytics on new,
cost-effective platforms*

Philadelphia, Pennsylvania – **April 1, 2006** – Fastech Integrated Solutions, a leading provider of mobile, retail merchandising solutions for the Consumer Packaged Goods (CPG) industry, announced today the introduction of FastLink®, an innovative tool that allows field sales representatives from Merchandising Service Organizations (MSOs) to measure and respond to the needs of retail customers using Web-based survey technology. The new product was announced at the 2006 Annual Meeting, Conference and Exhibition of the National Association for Retail Marketing Services (NARMS), held April 1st – 4th in Amelia Island, Florida.

FastLink is an On Demand mobile application that allows customers to develop and deploy multi-featured surveys more efficiently and cost-effectively than was possible through traditional survey formats. Data is managed through Web-enabled laptops, PDAs and cell phones. Since retail direction and data gathering is available on mobile phones, FastLink offers breakthrough price-performance for diverse field forces. And FastLink is On Demand, so organizations can use and pay for FastLink only when and where it is needed.

“FastLink was developed specifically with the requirements of a mobile merchandising sales force in mind,” noted Richard M. Hirsh, chief executive officer of Fastech. “We have a long history of delivering mobile solutions to the consumer packaged goods industry. Our customers have been seeking solutions that are less capital-intensive but that still provide robust business intelligence, quick analysis, and actionable information in shaping retailing decisions.”

The system boasts an exceptional degree of speed and flexibility in designing surveys, as well as capturing and analyzing the resulting data. Survey results can be exported to Excel or CSV format for subsequent distribution and analysis.

Additional FastLink features and functions include:

- Advanced Addressing Capabilities
- Flexible Question Design
- Photo Capture in Responses
- Conditional Response Capability
- Duplicate Survey/Question Re-use
- Client Branding
- Real-time Analysis

For more information on the FastLink survey system, or other mobile merchandising solutions, contact Fastech at (610) 359-9200, or visit www.FastechIS.com.

About Fastech:

Fastech Integrated Solutions develops world-class mobile, retail merchandising solutions tailored to the special needs of companies in the CPG industry. Our On Demand model allows customers to deploy systems quickly and cost-effectively. Our solution-based systems enable manufacturers and MSOs alike to capture, analyze, manage, integrate, and leverage information – turning merchandising data into a competitive advantage. Having been in the business for more than 20 years, we're looked upon as a leader in best practices for some of the largest and well-known manufacturers in the world. The company is headquartered in Broomall, Pennsylvania, a suburb of Philadelphia.

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