

CITIZEN

CITIZEN SYSTEMS AMERICA CORPORATION

363 Van Ness Way, Suite 404

Torrance, CA 90501

(310) 781-1460 Fax (310) 781-9152 www.citizen-systems.com

FOR IMMEDIATE RELEASE

CITIZEN and ERPLY Provide Peace-of-Mind and Value to Retailers!

CITIZEN is pleased to announce partnership and product certification with ERPLY, providing value and quality solutions to Retail and Point-of-Sale customers everywhere.

TORRANCE, Calif. (January 2, 2017) – Citizen Systems America Corporation, a leading manufacturer of world-class printing technology, is pleased to announce certification of its printer products with ERPLY, a recognized leader in the world POS marketplace.

With its home and birthplace being in Tallinn, Estonia, ERPLY began as a retail payment solution for small to medium-sized businesses to give the easiest and most powerful platform to manage inventory and shops across multiple locations and devices in 2010. ERPLY now helps large retailers and offers complete packages including POS technology, inventory control, billing, business reporting, and custom barcodes using a cloud-based back-end software and hardware.

With ERPLY's cloud-based software system as a recognized leader in the POS marketplace and Citizen's high-quality, value-priced POS printer products, the new established partnership brings the best of both worlds to retailers large, small, and everywhere in between. Citizen and ERPLY's comprehensive solution provides reliable hardware with flexible retail software infrastructure that works for enterprises of all sizes. Retailers worldwide can rest assured knowing both companies are multinational and ERPLY provides a support helpdesk team to assist them when needed. ERPLY also has a multi-channel ecommerce platform so merchants may sell online as well as offline.

ERPLY allows those using legacy systems to seamlessly transition to integrated information systems and infrastructure by dedicating its talented customer relations in the onboarding process. Citizen also allows a smooth conversion as its printers all come standard with ESC/POS emulations. "Through extensive support and best-in-class product offerings, we are very excited to work with ERPLY in bringing retailers a comprehensive and valuable solution," states Glenn Williams, Vice President Corporate Strategy and Alliances for Citizen. "With increasing technological progress in the computer space, companies must co-innovate to solve problems for their customers and make their time count," says Sander Sebastian Agur, Vice President of Business Development at ERPLY. "This is why we are happy to announce partnership with Citizen, who represents a forward thinking hardware provider. Together with ERPLY, the relationship becomes an easy-to-use necessity for retail businesses."

ERPLY will join Citizen in its exhibit at the NRF Big Show in New York City, NY on January 15-17, 2017.

About Citizen Systems America

"Citizen Systems America" is the America subsidiary of Citizen Systems Japan - the electronic products affiliate of Citizen Holding Co. Ltd., Japan, the world renowned manufacturer of fine watch timepieces. Citizen headquarters is located in the greater Los Angeles area, California.

Citizen develops printers for point-of-sale, industrial solutions, barcode and label, portable and general thermal technology usage applications. Citizen products provide solutions for packaged and OEM printer mechanisms that are used in a variety of industries including retail, manufacturing, food service, healthcare, banking and many more.

For more information, please visit Citizen Systems America's website

at: **www.citizen-systems.com**.

About ERPLY

Erply was founded in 2010 to give businesses the easiest and most powerful platform to manage their inventory and shops across a series of locations and devices. In just seven years, Erply has become a recognized leader in the POS marketplace through hundreds of features, mobile apps, dozens of supported languages and API. ERPLY has successfully transformed the retail software landscape with its cloud-based system that is supplanted legacy servers by way of true centralization, software update and phased out maintenance.

Erply's development team is based in Tallinn, Estonia, the birthplace of such successful companies as Skype and TransferWise, but its headquarters is based in New York.

Erply's customer base includes world leading retail shops, multi-chain outfits, ecommerce stores, and warehouses that take advantage of Erply's leading-edge inventory management and POS. Erply currently employs 150 staff in seven global offices, two U.S. based, and another five internationally across Europe, and, Australia. For more information, please visit ERPLY's website: **www.erply.com**.

Editorial Contact:
Robin Pierce, Senior Director Inside Sales
Citizen Systems America Corporation
Directline: 310.224.7028

rpierce@citizensystems.com

####