

WITH THE 10TH ANNIVERSARY OF THE FIRST PURSUIT RETAIL JEWELLERY SOFTWARE INSTALLATION ON 10/10/10

PURSUIT CONGRATULATES RJ ON ITS 75TH ANNIVERSARY

IBM initiated the PC revolution in 1981. Pursuit PC-compatible stock and sales management software was launched just two years later.

On the 10th of October 2000, Francis Wain Jewellers of King's Lynn, Huntingdon and Dereham became the first jewellery retailer to install Pursuit. It was state of the art then – and the ease with which Pursuit can be upgraded means Francis Wain's Pursuit system remains state of the art today. In the ten years since, helped by a stream of progressive innovations, Pursuit has become the standard of the industry, with a steadily lengthening list of top-name users.

For retailers looking to replace an existing system that no longer ticks the boxes, Pursuit is the choice. They recognise its technology lead – and the qualities that will keep it there for another ten years. For stock and sales software, Pursuit is in a class by itself.

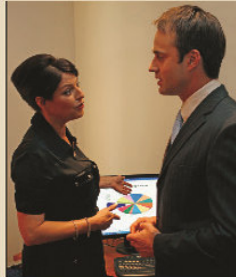
**INTEGRATED
ONLINE SALES**



**CUSTOMER
CLOSENESS**



**PERFORMANCE
ANALYSIS**



**UNIQUE
POS SUITE**



NUMBER ONE IN RETAIL JEWELLERY STOCK AND SALES SOFTWARE