

PRESS INFORMATION FOR IMMEDIATE RELEASE

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PDI Acquires Pinnacle's ERP Assets – Creating the Leading Provider of Enterprise Solutions to the Convenience Retail and Wholesale Petroleum Industries

Acquisition will Enhance PDI's Leadership Position in the Market

TEMPLE, Texas, January 5, 2017 – PDI, a leading provider of software solutions to the convenience retail and wholesale petroleum industries, today announced it has acquired the enterprise resource planning (ERP) assets of The Pinnacle Corporation (Pinnacle), a privately held company with corporate headquarters in Arlington, Texas.

Pinnacle, a leading supplier of technology to the convenience store and fuel petroleum markets, currently serves convenience retailing clients and fuel marketers representing over 20,000 convenience stores across the US. PDI will acquire Pinnacle ERP software assets, intellectual property, development and support resources – adding these solutions to PDI's software offerings for retail automation, fuel supply chain, business intelligence and workforce management.

"We are excited to add Pinnacle's offerings, people and expertise to our existing portfolio," said Jimmy Frangis, chief executive officer, PDI. "The addition of Pinnacle's software further demonstrates our commitment to the convenience retail and wholesale petroleum industries. Pinnacle has a great customer base, and we look forward to serving these customers and their business needs for many years to come."

Pinnacle will retain remaining assets and customers for its Point of Sale, Payments, Loyalty, and its new Affinity™ mobile solutions.

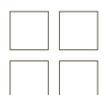
"Since 1990 Pinnacle's strategy for retail convenience operators and fuel marketers across the US has consistently been to provide a comprehensive technology offering that streamlines our clients' businesses and improve their bottom line over the long haul; not unlike PDI," said Bob Johnson, chief executive officer and chairman of the board, Pinnacle. "There are considerable synergies between our two companies and our offerings, this combination will leverage the best of both organizations in the interest of Pinnacle's current clients as well as PDI's, and those to come. We have worked closely with PDI to ensure a smooth transfer of Pinnacle's clients, employees, and assets for the best possible outcome, and that relationship will continue into the future." said Bob Johnson, chief executive officer, Pinnacle.

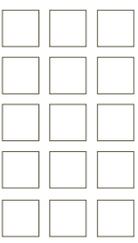
PDI recently completed the acquisition of Intellifuel Systems Inc. a provider of fuel-management and logistics solutions for downstream and midstream participants in the fuel supply chain to help petroleum marketers automate the entire order cycle.

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“PDI has experienced tremendous growth over the past few years, and this acquisition further solidifies the company’s commitment to innovating, growing and looking for opportunities that create value and make a difference for PDI’s customers, partners and employees,” added Frangis.

Financial terms of the acquisition will not be disclosed.

About PDI

PDI provides software, hardware, and professional services to convenience retailers and wholesale petroleum marketers. Over 400 companies operating more than 33,000 locations worldwide rely on PDI’s software for retail automation, business intelligence, financial reporting, workforce management and end-to-end supply fuel chain management including logistics to deliver a compelling ROI for the convenience retail and wholesale petroleum industry customers. For more information about PDI, visit www.profdata.com.

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