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**Bass Pro Shops reels in new customer service platform
from PCMS and IBM**

ARMONK, NY and CINCINNATI, Ohio – September 26, 2006 –PCMS and IBM (NYSE: IBM) today announced they are collaborating with Bass Pro Shops to completely overhaul the sales experience at all 34 of America's premier outdoor retailers' stores. The project will allow Bass Pro Shops to efficiently manage in-store promotions intended to enhance the customer experience.

"Point of Sale is where buyers and retailers converge. As such, this is the most important technology in our stores. Bass Pro Shops is the place where outdoor adventures begin and our in-store retailing strategy advances an enhanced customer experience," said Shawn Morin, Vice President -- CIO at Bass Pro Shops. "It's our goal to give customers an interactive experience that inspires an appreciation of the great outdoors, while making the shopping experience quick and easy. "With the collaborative support of PCMS and IBM delivering a next-generation POS solution, we have in-store systems that help us tailor our promotions for the benefit of our customers. IBM's Store Integration Framework and PCMS' Java-based BeanStore software work together for a flexible, easy-to-use POS system."

The solution, provided jointly by PCMS and IBM includes POS hardware and software, including IBM's Store Integration Framework and PCMS Vision BeanStore. With between 10 to 50 POS terminals per store, Bass Pro Shops has multiple sectors to serve. The Java-based BeanStore application can handle all facets of the retailer's business, including its checkout lanes along with sales of large-ticket and customized items. Also, as part of the installation these POS systems will be upgraded to IBM's SurePOS 700 POS terminals. Bass Pro Shops is also leveraging a number of IBM software and hardware platforms including the System i. In addition, WebSphere Remote Server will be integrated to create a Services Oriented Architecture (SOA) for improved deployment of future applications, which helps better integrate the retailer's in-store experience with its Web sales channel.

"By working closely with IBM, we are able to provide Bass Pro Shops with a total solution," said Chris Belk, chief executive officer at PCMS in North America. "As a result, Bass Pro Shops will

enjoy a smooth implementation, plus the highest level of integrated functionality available in the industry.”

“The BeanStore solution, together with IBM’s Store Integration Framework provides Bass Pro Shops with a true, Open POS solution,” said Jan Jackman, general manager of IBM’s Retail on Demand. “Its openness and flexibility allows for unlimited enhancements and customization including integration into their multi-channel sales strategy, both now and in the future.”

In addition to providing the BeanStore software solution, PCMS will offer implementation and training services to Bass Pro Shops. The rollout is scheduled to be complete in mid-2007.

About BeanStore

BeanStore offers a totally open, pure Java store system for retailers. Its fast and intuitive user interface supports rapid item scanning, transaction processing, receipt of payments and manager overrides. BeanStore runs on any hardware, interacts with any database and can support any operating system. It also provides a single platform for in-store, call center and Web-based retailing. Because BeanStore is robust and platform-independent, the cost of support is much lower than other systems, and its modification flexibility ensures that the projected life is longer. As a result, retailers can see their productivity, customer service and competitive intelligence improve, even as total cost of ownership decreases.

About PCMS

PCMS, located in Cincinnati, Ohio, is the North American subsidiary of the PCMS Group Plc. PCMS is a leading provider of integrated software and services for retailers. The company’s Java POS software, Vision BeanStore, combines state-of-the art technology and functionality to address multiple retail segments within the same installed application. For press contacts and interviews, contact Roy Miller at (972) 717-3500, ext. 235, or via e-mail at rmiller@transsynergy.com.

About Bass Pro Shops

Headquartered in Springfield, Mo., Bass Pro Shops currently has 34 locations across the United States and attracts over 78 million visitors a year. Other stores scheduled to open this year include Macon, Georgia, San Antonio, Texas, Fort Myers, Florida, and Garland, Texas. For more information on Bass Pro Shops stores, products and events visit www.basspro.com.

About IBM

More information about IBM retail solutions can be found at www.ibm.com/retail