



## **Atlantic Systems Inc. Announces a Partnership with Wine Rack Media LLC for Web Development**

*Wine Rack Media is now Atlantic Systems Preferred Web Development Vendor*

Wall Township, NJ and Wellesley, MA – February 11, 2014 - Atlantic Systems Inc., a leading provider of Point of Sales (POS) software applications for the Retail Liquor Industry, and Wine Rack Media, LLC., today announced the formation of a partnership to provide ASI's customers with cutting edge websites that fully integrate with the Spirits 2000 platform. **"We have chosen Wine Rack Media as our preferred website development partner for their industry changing integration with our POS solution and robust content offerings,"** says Anil Reddy, Principal partner of Atlantic Systems.

The direct connection between Atlantic Systems' Spirits 2000 POS system and Wine Rack Media's WRMeStore platform allow ASI's installed customer base to emulate everything that occurs at the register level to function on a website platform developed by Wine Rack Media in near real time. This is the first such direct partnership that Atlantic Systems has engaged in with an outside custom web technology firm.

Brick and mortar retail is rapidly moving toward an integrated web environment to serve its customer base. The line between a physical storefront and a web store is rapidly diminishing in every vertical. Web savvy consumers are becoming accustomed to purchasing products online. "Consumers are ordering their groceries, medication, clothing and even scheduling their dry cleaning online", says Frederic McIntyre, President of Wine Rack Media. "Most if not all of these services deliver or ship right to a customer's home or office. Consumers are beginning to demand this level of service from retail brands. Why should wine, beer or liquor be any different?" Wine Rack Media's WRMeStore solutions provides top of the line content as well as multiple options for fulfillment such as shipping, in store pick-up and delivery. Every element is controlled from a simple to use back end.

"More and more of our customers are looking for a web solution that is an easy to use extension of the brick and mortar operation. WRMeStore provides detailed descriptions of products and most importantly fully demonstrates all of the features of Spirits 2000, including inventory counts and product availability," says Anil Reddy, Principal partner of Atlantic Systems. This partnership with Wine Rack Media extends our product offering to the next level of retail services. Finally our clients have access to a web solution which seamlessly interfaces with our core product. Wine Rack Media as our preferred website technology partner just makes sense for our users."

For more information about Atlantic Systems Inc. please visit <http://www.asi-nj.com> and <http://winerackmedia.com> for more information about Wine Rack Media LLC.

About Atlantic Systems Inc.: Atlantic Systems Inc. is a New Jersey based company developing POS software systems for the retail liquor industry.

About Wine Rack Media LLC: Wine Rack Media, who develops websites for the liquor industry, is a Florida registered company with its principal offices located at 11 River Street, Suite 300, Wellesley MA 02481.

