



ATTN: EDITOR

FOR IMMEDIATE RELEASE

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**TRANSACTIONTREE ANNOUNCES PREVIEW OF BREAKTHROUGH
PAPERLESS RECEIPT CONSUMER TECHNOLOGY**

Atlanta, Ga. (January 12, 2009) – TransactionTree™ is excited to announce the debut of its breakthrough paperless receipt service at the 2009 National Retailer Federation Annual Show and Expo, now available to retailers nationwide.

Through a unique system, retailers will now have the ability to easily offer the option of email receipts to their customers. Long gone are the days of stuffing receipts into pockets and purses or losing them at the bottom of shopping bags.

TransactionTree's email option seamlessly integrates with most existing point-of-sale (POS) systems, creating no down time for the retailer when implementing the TransactionTree service at their retail location. The service also enables retailers to track customer shopping trends, create additional avenues for direct marketing, as well as aid in reduction of overhead spending by eliminating receipt paper expenses. The TransactionTree service also allows retailers to customize their return policy and drastically reduce return fraud through implementation.

"We are excited to be able to bring this eco-friendly service to both retailers and customers alike," says TransactionTree CEO and Co-Founder Jason Shapiro, "now more than ever, people are looking for the little things they can do during their day-to-day lives to help the environment, and choosing an electronic receipt is one simple way they can save our planet one transaction at a time".

The enrollment process for a customer is a quick few punches of the keyboard while checking out. No personal information, such as credit card numbers, is ever retained, and their email address will never be sold to outside parties.

TransactionTree paperless receipt system is also a way for a company to establish their image as a green retailer by eliminating the outdated paper and ink receipt process and reducing their effect on the environment i.e. their carbon footprint.

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For further information about TransactionTree, please contact Edie Damann 888-803-9990 or visit www.tranactiontree.com.

About TransactionTree

TransactionTree is an innovator in the area of electronic receipt technology by providing an advanced yet simple solution to retailers that replaces the antiquated ink and paper receipt system. Paperless receipts are a customizable solution that retailers can provide to consumers additionally allowing the retailer to instantly capture and send purchase information. Within this high-tech, high-touch retail market, TransactionTree also has the ability to aid retailers in exceeding current environmental standards to become a “Greener” company. Our goal is to improve the human experience by using current technology and trends to innovate, cut costs, and set market standards. Through continued focus on environmental impact, our team will partner with our retail clients to save the planet one purchase at a time.

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