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Millenium Retail Solutions (MRS) Becomes Crimson TT

Richmond Hill, Ontario. July 31, 2014 – Crimson Transaction Technologies (Crimson TT), a point-of-sale software development company announces this week that Millenium Retail Solutions Inc. has officially changed its name to Crimson Transaction Technologies. Millenium, an industry leader in point-of-sale systems, fee collection systems and secure payment processing applications will continue to operate its industry leading products and services under Crimson TT effective immediately.

Crimson TT, has recently undertaken an extensive rebranding effort and is now operating under the new name –Crimson TT. “Our organization will strongly benefit from this new image,” said Angelo Kalpakis, co-Director and CTO of Crimson TT., “Millenium has traditionally been an industry leader in point-of-sale solutions since 1998 and the Crimson TT name will continue that tradition and go beyond.”

In addition to the rebranding of the company name, Crimson TT has changed the name of the product-line which was previously known as “In The Black” (ITB), to the new family of solutions, Scoria. The Scoria family of products will continue to be the top-flight solution ITB offered our clients.

A new name, logo, product line and marketing message has been created – “Transaction Driven” – which is now part of the new corporate identity. “This name change better reflects the current and future direction of the company,” Kalpakis added.

Gerry Metzger, the company’s Sales and Marketing Manager pointed out; “We address much more than the Retail market. While our Y2K (Millenium) effort has been exhausted, our true strength is in understanding all forms of customer interaction, like sales data, information flow or payment processing.”

“We’re excited about the name change and bringing Crimson TT and Scoria to the market. This rebrand allows us to leverage our abilities with prospective customers while capitalizing on the successes Millenium and ITB had with current clients. It puts us in a better position to grow,” says Dave Mears, co-Director and CFO, Crimson TT.

About Crimson TT

Crimson TT is a privately held software development company, offering parameter driven store systems, fee collection systems and secure payment processing applications. The software is ideally suited for non-standard Point-of-Sale environments, where customers require a high level of flexibility to meet their business requirements. Founded in 1998, located in Richmond Hill, ON, near Toronto, the company enjoys a diverse array of loyal customers.