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Karns Foods Licenses ADC's InterScale scales management system

TAMPA, Fla. (Nov. 6th 2006) – ADC, Inc., a leading provider of data communication technology to the supermarket industry, announced today that it has licensed it's InterScale scales management system to Karns Foods, a supermarket chain based in Mechanicsburg, Pa.

The system allows Karns to manage all of the barcode label printing scales in all of its locations throughout Pennsylvania. InterScale uses a company's existing intranet or Wide Area Network (WAN) to transmit future-dated item, price and label information to scales and barcode label printers in all fresh food departments.

Karns chose the ADC system after it acquired some independent grocery stores that were equipped with scales of a different brand than those used by existing Karns stores.

“In 2006, Karns bought a local independent’s stores which happened to use a different brand of scales than Karns was currently using,” said Rob Murdoch, Karns’ IT director.

“We were interested in keeping both scale systems, and after researching available options, we chose to do business with ADC,.”

“We purchased InterScale v5.3 software from ADC that allows us to manage our scale communications over our network as the bridge between our proprietary host item management software and our scales,” Murdoch said.

The new ADC system worked well with both the old and the new Karns scales because InterScale can work with any and all scales regardless of brand.

“InterScale was designed to be a multi-brand, scale-neutral system,” said Stephen Loveridge, ADC president. “It works with all scales regardless of manufacturer or communications protocol, and this application shows once again that InterScale can work with any scales, serial or Ethernet, and with scales that measure either in pounds or in kilograms.”

With previous systems, serially communicating scales required scales management systems that have an in-store installation of scale server software,” Loveridge said.

“Connectivity was constrained because serial cabling running from server to scales could not exceed certain lengths, but now, in-store scale server software and hard-wired connection are not necessary.”

Karns will now be able to manage scale data centrally for all of its stores. A single person at corporate can handle all the scales management regardless of location – individual store managers no longer have to handle those responsibilities.

“InterScale hosts pricing, ingredient, label format and graphics data from a single scale-agnostic source to supermarket scales and bar code label printers,” Loveridge said. “Also, production data can be pulled together regularly from all the scales in all the locations, and intervention by in-store personnel is no longer required.”

In addition, sales and special product promotions can also be managed in the same fashion. Item prices can be raised or lowered at pre-determined times. For example, prices can be lowered in any and all stores at a pre-determined time for a sales promotion, and then raised automatically when the promotion is completed.

ADC’s InterScale system is used by more than 70 supermarket companies and 5,000 individual stores nationwide and in 7 countries.

ABOUT KARNS FOODS:

David Karns opened the very first Karns Food store in 1959. Now, more than 40 years later, Karns Foods remains a family-owned business which welcomes its customers as individuals with individual needs. Its primary goal is to serve its customers in a manner which will achieve a high level of customer satisfaction through quality products and attentive service. To learn more, visit the Karns Foods website at www.karnsfoods.com

ABOUT ADC, INC.

Founded in 1989, Tampa-based ADC, Inc. specializes in the development of data management and communications solutions for the supermarket industry. The company's InterScale software suite is a global technology leader in the management of supermarket bar code printing scales. ADC continues to build on the InterScale synergies, developing perishable and fresh item management systems that translate InterScale raw production data into meaningful management information both in the store and at corporate. ADC is exploring ways to use its web-based, distributed device management architecture with wireless hand-held user interfaces in other application areas in and beyond the retail sector. For more information, please visit the company's website at www.ad-c.com.

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