



PRESS INFORMATION FOR IMMEDIATE RELEASE

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PDI Introduces New Brand Identity

TEMPLE, Texas, September 13, 2017 – PDI, a leading global provider of enterprise-class software solutions to the convenience retail and wholesale petroleum industries, introduced its new corporate brand identity. The new brand is reflective of the company's growing global reach, expanded solution portfolio and longstanding commitment to building customer and partner relationships.

"Over the past year, we've experienced significant growth as a company, including six acquisitions that expanded our global footprint and broadened our solution portfolio to better serve the convenience retail, wholesale petroleum and logistics industries," said Jimmy Frangis, chief executive officer, PDI. "Our new brand combines our rich heritage, recent growth and vision for the future with our passion to help customers thrive. The result is a fresh, contemporary look that truly speaks to who we are and who we aspire to be."

PDI's new logo pays homage to the stylistically unique lettering of its predecessor, signifying the company's stability and 34-year reputation in the industries it serves. The accompanying sphere, which features a series of connecting dots and arcs, symbolizes the flexibility of PDI's solutions and the company's commitment to building a thriving, global ecosystem of customers, partners and products.

"There's never been a more exciting time to be at PDI," said Nadine Routhier, chief marketing officer, PDI. "I'm so proud of the results we've achieved by collaborating with our customers and employees. Not only is our new identity visually compelling, but it reinforces our mission to help create an unparalleled, service-centered experience for our customers that supports their business and drives their growth."

Enterprise Software Reimagined—PDI's new tagline—invites customers to experience PDI's transformational solutions and innovative approach to helping them thrive. In addition, PDI rolled out its new website domain, pdisoftware.com.

To learn more about PDI's new brand and logo, [click here](#).

About PDI

PDI helps convenience store retailers and petroleum wholesale marketers worldwide thrive in a digital economy with enterprise management software. Over 1,200 customers operating more than 100,000 locations trust PDI to optimize their entire operations whether they are a single site, multi-site, dealer or a franchise operator. PDI's enterprise software, wholesale and logistics management software solutions and retail back office systems have been designed around the evolving needs of customers for more than 30 years. We reimagine enterprise management to help our customers transform their business and deliver exceptional experiences. For more information about PDI's software solutions, visit www.pdisoftware.com.

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