PRESS INFORMATION FOR IMMEDIATE RELEASE

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Orton Oil Company Selects PDI as New ERP Software Provider

TEMPLE, Texas, June 14, 2017 – PDI, a leading global provider of enterprise-class software solutions to the convenience retail and petroleum wholesale industries, today announced it has been selected by Orton Oil Company (Orton Oil) as its enterprise resource planning (ERP) software provider. The Minnesota-based convenience retailer and fuel distributor licensed PDI's retail and petroleum wholesale software to improve efficiency by automating manual processes and helping employees manage by exception.

"During the decision-making process, we talked to several PDI customers, and the feedback we received about the company and the software confirmed that it was the right long-term solution," said Frank Orton, president of Orton Oil. "Our primary goal is to transition our staff from manual, data entry duties to analyzing the information and using the insights to grow our business, make better decisions and enhance our margin."

Orton Oil was founded in 1960 when the family purchased then Bennett Motor Company. More than four generations later, the family-owned business operates 15 company-owned sites, supplies wholesale gasoline and fuel to multiple dealer sites, and operates a bulk plant that provides home heat and resort gasoline throughout Walker, Minn. and the surrounding areas.

"We are so pleased to have Orton Oil as a PDI customer, and our team is eager to help them realize their goals and maximize their investment in our software," said Bo Harvey, senior vice president and general manager of North American operations for PDI. "The addition of new customers like Orton Oil emphasizes our commitment to offer the best mix of solutions to streamline operator businesses of all sizes and complexities across the fuel supply chain."

The software implementation process for Orton Oil is already underway.

About PDI

PDI provides enterprise software and solutions to the leading convenience retailers and wholesale petroleum marketers. Over 1200 companies operating more than 100,000 locations worldwide rely on PDI's software for retail automation, business intelligence, financial reporting, workforce management and end-to-end fuel supply chain management, including logistics. For more information about PDI, visit www.profdata.com.

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