

NEW YORK, NY, September 16, 2013 **/24-7PressRelease/** -- B2B Soft, a business-to-business software company specializing in retail management for the wireless/cellular retail industry, is pleased to announce its attendance at the 2013 Competitive Carriers Annual Convention. The event, at Las Vegas' Cosmopolitan from September 16-18, brings carriers, their partners and telecom pros from across the competitive mobile ecosystem together to discuss opportunities facing the industry and share best practices. B2B Soft will be presenting an array of wireless retail and management solutions for carriers and dealers that positively impact customer acquisition and retention at its partner Cycle30's booth #300.

B2B Soft will be showcasing its Wireless Standard Retail Management Platform, adopted by more than 6,000 wireless dealers and master agents as the industry's premiere solution. With seamless point-of-sale transactions, streamlined store operations, inventory control, loss prevention, resource management, integrated payment solutions and powerful business intelligence, the comprehensive platform assists retailers in running their businesses more efficiently, effectively and more profitably.

B2B Soft's mobilePOS takes the point of sale to the customer, freeing sales agents to interact directly with customers on the sales floor, reducing in-store wait times and lineups while providing personalized and detailed attention. Delivering access to powerful business intelligence, anywhere, anytime, on any device, B2B Soft's Enhanced Reporting provides dealers with effective and in-depth insights for faster decisions via quick snapshots and dashboards.

Full integration of custom carrier solutions like e-contracts and payment kiosks with Wireless Standard provide fast access to central records, quick account look-up, payment processing, and product support, greatly simplifying transactions and adding convenience. B2B Soft's fully integrated Marketing Module delivers powerful and timely collateral via email and sms to keep brand awareness and offers front and center.

"We're pleased to give dealers innovative solutions for enhanced customer interaction and for deeper and faster analysis of every facet of their business," says Don Rossi, B2B Soft's VP of Sales and Marketing. "Carriers rely on us to facilitate centralizing their operations and billing systems, uniting their stores and offerings, and enabling them to run more competitively and profitably."

About B2B Soft B2B Soft develops innovative software solutions for wireless and general retail markets and provides consulting services that enable growth and drive business success. With over a decade of proven experience in wireless retail, B2B Soft is a leader in building enterprise

point of sale solutions that improve management and operational processes while helping companies engage their customers by providing a superior customer experience.

B2B Soft's business management services include mobilePOS, Real-time Web Reporting and Activation, Real-time Business Intelligence Analysis, Inventory Control, POS Transaction Processing, CRM (Marketing & Customer Service), Kiosk and Lobby Management, Employee Management, and Commission Reconciliation. Today, more than 6,000 wireless retailers rely on B2B Soft to make the business of doing business simpler and more profitable. Visit <http://www.b2bsoft.com>.

About CCACCA is the nation's leading association for competitive wireless providers and stakeholders across the United States. The licensed service area of CCA's more than 100 members covers 95 percent of the nation. Visit <http://www.competitivecarriers.org>

About Cycle30 Cycle30 provides a cloud-based, hosted billing for cable, telecommunications and machine-to-machine services globally. The Cycle30 platform includes customer management, service fulfillment, billing and revenue management, service assurance, integrations, and business intelligence. Cycle30, a subsidiary of General Communications Inc., is headquartered in Seattle and has data centers located internationally. To learn more, please visit <http://www.cycle30.com>.