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### **Terrible Herbst Selects PDI to Replace Pinnacle ERP Solutions**

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**TEMPLE, Texas, February 28, 2017** – PDI, a leading provider of enterprise-class software solutions to the convenience retail and wholesale petroleum industries, today announced it has been selected by Terrible Herbst as its enterprise resource planning (ERP) software provider. Terrible Herbst, who had been a customer of The Pinnacle Corporation since 2003, was among the more than 100 customers acquired by PDI during its recent acquisition of Pinnacle’s ERP assets. Now, it is the first of those customers to purchase and begin the process of migrating to PDI’s solutions.

“Our decision to make the switch to PDI was really driven by their ability to reduce our software footprint and allow us to manage every part our operation with a single solution,” said Matt Osa, vice president of operations for Terrible Herbst. “Additionally, the software implementation is something we’ll be able to complete much quicker than originally anticipated, which is critical for our business. PDI is an outstanding company from both a software and customer service standpoint, and I’m looking forward to working with them in the coming months and years.”

The 113-store, Nevada-based retailer licensed several products in PDI’s Enterprise product suite, including its retail store and home office, pricebook, lottery and financial modules. Moving forward, it will rely on the Temple, Texas-based software provider to help streamline its business and improve productivity and efficiencies across the remainder of its convenience and petroleum business lines.

“This is a significant milestone in our acquisition and integration strategy for 2017,” said Drew Mize, PDI’s vice president of PDI/Pinnacle Operations. “While our number one priority is to continue providing first-class support and service to those customers using Pinnacle’s software solutions for as long as they want to use them, today’s news is a real testament to the strength of PDI’s solutions and the tangible return on investment it delivers for retailers and petroleum marketers for the long run.”

Terrible Herbst began the migration process earlier this month.

#### **About PDI**

PDI provides enterprise software and solutions to the leading convenience retailers and wholesale petroleum marketers. Over 500 companies operating more than 50,000 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](http://www.profdata.com).

#### **About Terrible Herbst**

Terrible Herbst consists of 41 Car Washes, 20 Oil Change and Smog Locations, and over 110 Convenience Store/Gas Stations. It’s well-known “Bad Guy” cowboy logo has long been a fixture of the Nevada landscape since the company’s founding by patriarch Edward R. Herbst. Herbst started the company in Chicago in 1932 and founded Terrible’s in Las Vegas in 1959. Since then, Terrible’s convenience stores, car washes, lube shops and gaming facilities have become familiar sights on the Vegas horizon and beyond. All Terrible Herbst c-store locations sell gasoline, and nearly all sell beer and wine. Stores are open 24 hours a day. For more information about Terrible Herbst, visit [www.terribleherbst.com](http://www.terribleherbst.com).

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