

# PRESS RELEASE

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## EASY RFID PRO ANNOUNCES PARTNERSHIP WITH ALERT RENTAL SOFTWARE


Easy RFID Pro, the low cost, easy-to-use RFID inventory tracking solution for tents, inflatables, linens, and more, is proud to announce a partnership with Alert Rental, a leader in rental software. This strategic partnership will provide users with a seamless experience that integrates innovative RFID technology with industry-leading rental management software.

“We are very excited to partner with Alert and offer our customers a unified and comprehensive rental management solution,” says Darren Morizet, president of Easy RFID Pro. Morizet also runs his own rental store, PartyTime Rentals, Inc. and has been an Alert customer since 2010. After identifying a need for more affordable and effective tracking for his event rental inventory, Morizet founded Easy RFID Pro.

“I love that Darren approaches the interface as a rental store owner – not someone trying to sell hardware & tags,” says Mary Crosslin, co-president and COO of Alert Rental. “He started this project to find a solution to a challenge that he had at his own store, and is willing to work together to offer that same solution to other Alert clients.”

Customer feedback and involvement has always been at the core of the Alert mission, with Alert having the longest-running users group in the industry. Kara Longmire, Alert Rental co-president and CEO, notes that “this collaboration is another example of our users having direct input into the direction of the software.”

Easy RFID Pro customers who use Alert Rental management software will now have the ability to combine these systems and create an uninterrupted workflow to increase overall productivity.

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