POSERA changes corporate name to Posera Ltd.

TORONTO, Jan. 12, 2016 /CNW/ - Posera (TSX – "PAY"), a leading provider of software and payment solutions for the hospitality industry, announced that effective January 1st, 2016, the Company has changed its Company name to Posera Ltd. from Posera-HDX Limited.

With the adoption of a new legal name, this continues the Company's efforts to rebrand the Company and is an expression of the Company's dedication to continuous innovation and exceptional customer service.

"POSERA's re-branding represents our evolution and direction," said Board Chair and CEO Mr. Loudon Owen. "This name reflects a new, streamlined era in our Point-of-Sale ("POS") and related offerings during which we will accelerate the expansion of our products, services, and locations."

About POSERA

For more than 30 years, Posera has been supporting merchant business success in the hospitality industry. Posera is in the business of managing merchant transactions with consumers and facilitating all aspects of the payment transaction. Posera's Maitre 'D™ and FingerPrints™ Point-of-Sale solutions are trusted by the top fine dining and quick-service hospitality brands around the world.

A TSX company trading under the symbol "PAY", Posera's full service solutions include integrated and non-integrated debit and credit processing, EMV compliant Pay-At-The-Table (PATT) applications, system hardware integration services, merchant staff training, system installation services, and post-sale software and hardware customer support.

Posera's POS system software solutions, associated enterprise management tools and debit/credit payment terminals are deployed in 25 countries and 8 different languages at over 20,000 merchant locations worldwide. Posera's direct sales force is bolstered by a global dealership network of approximately 80 resellers which translates to approximately 560 representatives selling, supporting and installing its software and related products and services. Posera prides itself on its long and established track record of exceptional customer service and continued technological innovation. Posera's success will continue to be driven by the Company's unwavering objective to ensuring the business success of its growing base of merchant clients.

Forward-Looking Statements

This discussion includes certain forward-looking statements that are based upon current expectations, which involve risks and uncertainties associated with our business and the environment in which the business operates. Any statements contained herein that are not statements of historical facts may be deemed to be forward-looking, including those identified by the expressions "anticipate", "believe", "plan", "estimate", "expect", "intend", and similar expressions to the extent they relate to the Company or its management. The forward-looking statements are not historical facts, but reflect Posera's current expectations regarding future results or events. These forward-looking statements are subject to a number of risks and uncertainties that could cause actual results or events to differ materially from current expectations, including the matters discussed under "Risks and Uncertainties" in the Annual Information Form to be filed on March 31st 2015 with the regulatory authorities. Posera assumes no obligation to update the forward-looking statements, or to update the reasons why actual results could differ from those reflected in the forward-looking statements.

SOURCE Posera-HDX

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