

Petro Stopping Centers Selects Salient's Margin Minder® Series to Maximize Business Performance

March 20, 2006, Horseheads, NY – Salient Corporation, a leading provider of performance management solutions, today announced that Petro Stopping Centers, the nation's highest rated truck stop chain, has chosen Category Minder® 3.0, part of Salient's Margin Minder Series of solutions, for improved business performance management.

Petro Stopping Centers will use Category Minder for:

1. Promotional Analysis
2. Gross Margin Return on Investment (GMROI) Analysis
3. Price Change/Mark Down Analysis
4. Improved Item Movement Analysis
5. Improved Retail Turn Analysis
6. Improved Sub-Category Analysis
7. Improved Transactional Analysis

“Our focus is on maximizing the profit potential of each store in our growing network. We were looking for a better way to access our data and track how each of our locations were doing and how their product mix, services and staff were contributing to our profitability,” said Darren Schulte, Director of Merchandising for Petro Stopping Centers. “We felt that Salient's Margin Minder Series offered the best way to achieve this.”

“We are excited to be working with an industry leader like Petro,” said Guy Amisano, President of Salient Corporation. “They are completely focused on using Category Minder to enhance the profitability of every aspect of their business, and we look forward to helping them achieve this goal.”

About the Margin Minder Series

The Margin Minder Series can be deployed in an enterprise in weeks and will provide results that impact the bottom line within six weeks of delivery. Margin Minder is based on Salient's UXT® data engine and its “Minder Viewer” user interface running on local, remote or disconnected Windows® PCs.

Benefits of Margin Minder include:

Instant Visibility of sources and drivers of profit and efficiency within and across processes, partnerships and tiers, and down to individual performers. Margin Minder provides immediate, complete “what it’s worth” feedback on every business decision.

Precise Alignment of role players to strategic purposes, Margin Minder resolves value contribution in near real time, within and across processes and up and down the demand/supply chains, to the individual performer, relationship, asset and event.

Speed and Simplicity - Specifically designed with non-technical business managers in mind, Margin Minder eliminates latency (time and work) in information deployment.

Immediate ROI and Lowest TCO - Customers improve their operating margins up to 10% and averaging 3% within three months. Margin Minder deploys in weeks, not months and does not require complex integration with existing systems. Total cost of ownership is much lower than with any competitive solution.

About Petro Stopping Centers

Petro Stopping Centers, LP, based in El Paso, Texas, is the nation’s premier travel plaza chain with facilities designed to meet the needs of today’s professional drivers. With locations from coast to coast, Petro’s facilities set the standard for all travel plazas. Founded in 1975, Petro remains the highest rated truck stop chain in the nation and the clear Choice of America’s Drivers. More information on Petro can be found at www.petrotruckstops.com.

About Salient

Salient Corporation makes very large scale in-memory intelligence technology for ad hoc data interrogation, visualization and root cause analysis. The company provides continuous audit, performance monitoring and forensic applications for business, health care, education and government.

