



## EPAM And Canadian Tire Set Out To Bring Shopper-tainment Experience to Stores

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**Newtown, PA - May 20, 2014** - EPAM Systems, Inc. (NYSE:EPAM), a leading provider of product development and software engineering solutions and a leader in Central and Eastern European IT service delivery, announced its collaboration on an omni-channel commerce initiative with Canadian Tire, Canada's most-shopped general merchandise retailer.

*"By bringing together Canadian Tire's rich history of innovation and EPAM's capabilities in building complex consumer engagement platforms, we aim to transform the shopping experience into an entertaining experience, an engaging experience - to create shopper-tainment,"* said Eugene Roman, Senior Vice President and Chief Technology Officer, Canadian Tire Corporation. *"As retail turns into e-tail, we aim to continue connecting our physical stores with digital and to further enhance the way our customers interact with our staff, our stores and our brand."*

*"Canadian Tire Corporation represents some of the most respected brands in the country - from Canadian Tire to Sport Chek to Mark's and others. Our collaboration has already produced real results. In the first 10 months we were able to build a strong digital commerce foundation and deliver new experiences for consumers online, on mobile, and in-store,"* added Arkadiy Dobkin, EPAM CEO and President. *"Customer experience solutions can be very complex to execute. This is why EPAM's strong knowledge of the technology ingredients - SAP, hybris, Adobe, and others - combined with our understanding of retail and consumer behavior, positions both of our companies to continue succeeding in this partnership."*

### About Canadian Tire Corporation

Canadian Tire Corporation, Limited, (TSX:CTC.A) (TSX:CTC) or "CTC," is a family of businesses that includes a retail segment, a financial services division, CT REIT and Canadian Tire Jumpstart Charities, CTC's affiliated national charity that is dedicated to removing financial barriers so kids across Canada can participate in sports and physical activities. Our retail business is led by Canadian Tire, which was founded in 1922 and provides Canadians with products for life in Canada across its Living, Playing, Fixing, Automotive and Seasonal categories. PartSource and Gas+ are key parts of the Canadian Tire network. The retail segment also includes Mark's, a leading source for casual and industrial wear, and FGL Sports (Sport Chek, Hockey Experts, Sports Experts, National Sports, Intersport, Pro Hockey Life and Atmosphere), which offers the best active wear brands. The nearly 1,700 retail and gasoline outlets are supported and strengthened by our Financial Services division and the approximately 85,000 people employed across the Company. For more information, visit [corp.canadiantire.ca](http://corp.canadiantire.ca).

### About EPAM Systems

Established in 1993, EPAM Systems, Inc. (NYSE: EPAM) is recognized as a leader in software product development by independent research agencies. Headquartered in the United States, EPAM employs over 9,800 IT professionals and serves clients worldwide utilizing its award-winning Central and Eastern European global delivery platform and its locations in 17 countries throughout North America, Europe, and Asia. In 2013, EPAM was ranked by Forbes as #6 among [America's 25 Fastest-Growing Tech Companies](#) and #2 on the list of [America's Best Small Companies: 20 Fast-Growing Tech Stars](#).

For more information, please visit [www.epam.com](http://www.epam.com).

### Forward-Looking Statements

This press release includes statements which may constitute forward-looking statements made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995, the accuracy of which are necessarily subject to risks, uncertainties, and assumptions as to future events that may not prove to be accurate. Factors that could cause actual results to differ materially from those expressed or implied include general economic conditions and the factors discussed in our most recent Annual Report on Form 10-K and other filings with the Securities and Exchange Commission. EPAM undertakes no obligation to update or revise any forward-looking statements, whether as a result of new information, future events, or otherwise, except as may be required under applicable securities law.