

ISS45 Fuel Links Interface

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Fujitsu-ICL is pleased to announce the availability of Fuel-Links' interface with **ISS45**. This solution fully integrates the fueling facility into the supermarket operation. By interfacing the fuel dispensers with **ISS45**, fuel sales can take place at the front end, simplifying operations and opening grocery/fuel cross-merchandising opportunities.



The first **ISS45**/Fuel Links store has been running for over a month, and other installations are in process.

Convenience/Gas outlets have been chipping away at the grocery market share for years, but the supermarket retains its "home-court advantage" since shoppers go to the supermarket so frequently. Many traditional grocery outlets are adding fuel to their mix, hoping to take back this market share and add profits, but the operational problems of stand-alone fuel have made this more painful than it needs to be. Furthermore, many operators are more interested in the grocery market share than with fuel profits — for them, they'd be happy to sell fuel at cost if this drove in-store business to higher levels.

With Fuel Links, the pumps are interfaced to **ISS45** via the LAN, effectively bringing the gas station into the store and enabling the grocer to sell fuel at the checkout. The station becomes another department. But by using Fuel Links' "Profit Center 2000", the grocer has a new reward system that links gas sales to the customer reward system. Shoppers can get cents-off-per-gallon on their gas purchases in real time based upon the grocery purchases. This provides real, integrated cross-promotional capability between food and gas. All tenders are integrated.

The **ISS45** system sends a package of data on every scanned item down the LAN to the Fuel Links controller, which keeps track of the cross-promotional items and any fuel purchases. When the shopper fulfills the fuel purchase at the pump, the data is already there in the Fuel Links system, including any promotional or payment credits.

For the Fuel Links interface with ISS45, order:

PIN	Item	Price	Inst	Maint
45180/019	ISS45 Catalina or Fuel Links - Interface Only	\$ 795	200	100

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The information below has been supplied by Fuel Links so you can better understand their system and the advantages grocers can achieve. For more information, please contact Brian Reynolds at (214) 277-8080 or e-mail to info@fuellinks.com. You can also find Fuel Links on the web at www.fuellinks.com.

To Your Success,

Tony

Tony van Severter
Director: Supermarket Systems

ABOUT FUEL LINKS

Fuel Links' patent-pending solution, the Profit Center 2000, is to our knowledge the only commercially available technology that can connect most retail point-of-sale systems to electronic gasoline pumps. It enables supermarkets, mass merchandisers, and wholesale clubs to tie in-store purchases to immediate, visible rollbacks of gasoline prices. The innovative cross-merchandising programs made possible by our solution have been shown to drive new customers to high-volume retail stores, as well as increase sales of promoted items, without the retailer bearing any of the cost for the gasoline discounts. Just as customers have been loyal to credit cards that give them free airline miles as a reward for credit card usage, we expect customers to favor high-volume retail stores that reward their in-store purchases by automatically reducing gasoline prices at the pump.

As U.S. high-volume retailers increasingly offer the convenience of on-site gasoline in order to attract and retain customers, these retailers have a growing need to fully integrate gasoline sales into their back office systems and merchandising programs. Our solution, in addition to enabling gasoline cross-merchandising programs, automatically integrates gasoline sales into retail stores' accounting, inventory, and other back office systems. The number of high-volume retail stores with on-site fueling facilities is currently doubling every year, and 7.5 billion gallons of gasoline were dispensed through these stores' on-site pumps in 1999. Analysts predict that within five years high-volume retail stores will sell 25% of all retail gasoline sold in the U.S.

Our technology also enables high-volume retail stores that cannot install on-site fueling facilities (due to environmental or other constraints) to connect their point-of-sale systems to electronic gasoline pumps at off-site gasoline stations. Using our technology, retailers without fueling facilities can implement gasoline incentive programs, and gasoline suppliers can attract new customers to their retail stations, without incurring substantial marketing expenses.



Customer selects items offering a gas discount, identified by special shelf-talkers.



Checker scans items normally; Profit Center 2000® detects items tied to gas discounts and...



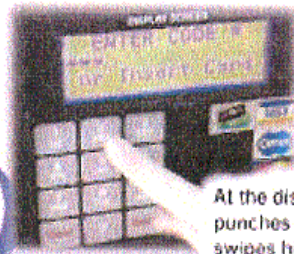
The Discounted Gas Meter displays the discount amount at the checkstand. Discount builds with each item scanned.



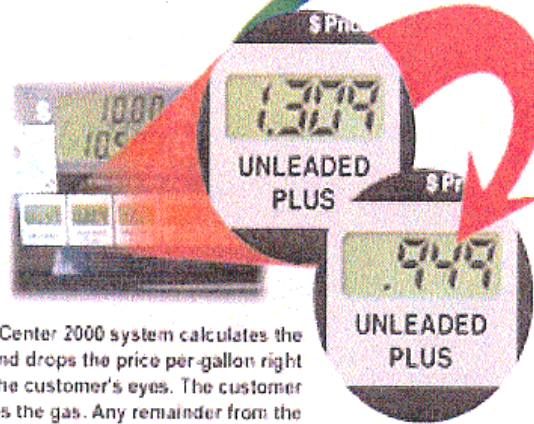
When all items have been scanned, the customer has the option of buying gas at the discounted price immediately at the checkout or later at the pump or kiosk.



The system prints out a separate Fuel Ticket containing a PIN code (or the customer swipes his/her loyalty card at this point).



At the dispenser, the customer punches in the PIN code (or swipes his/her loyalty card).



The Profit Center 2000 system calculates the discount and drops the price per-gallon right before the customer's eyes. The customer then pumps the gas. Any remainder from the purchase can be pumped at a later time.

